

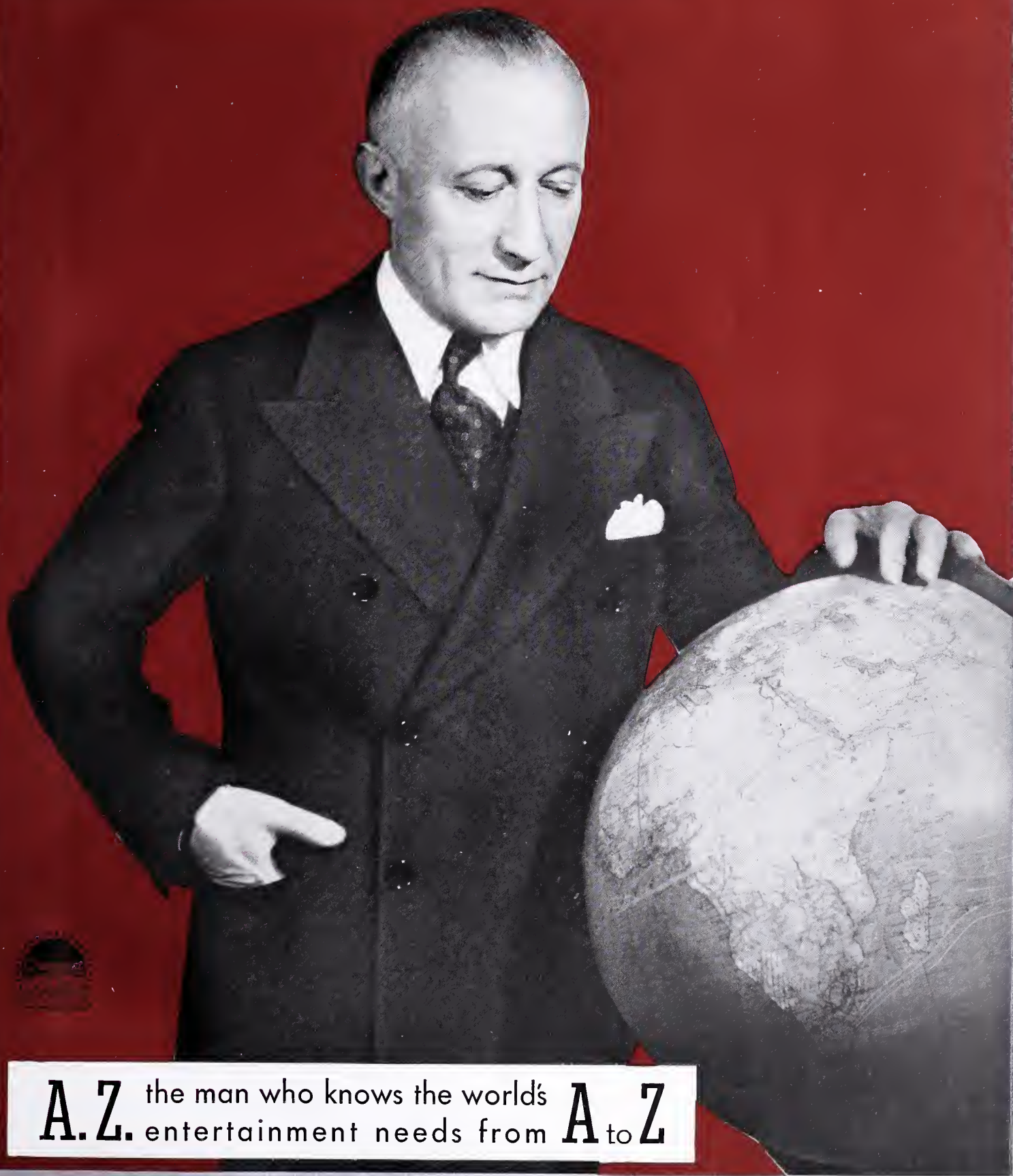
PARAMOUNT INTERNATIONAL NEWS

1937

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Paramount's
INTERNATIONAL NEWS

JANUARY 1, 1937 . . . VOLUME 4, No. 1



A.Z. the man who knows the world's
entertainment needs from **A** to **Z**

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 4

January, 1937

No. 1

Twenty Five Years a Leader

EVERY great industry in the world today has in its heart of hearts some man to whom it must be supremely grateful for its eminence and standing. The electrical industry has its Edison, the automotive industry its Ford, medicine its Pasteur. Paramount has Adolph Zukor.

WITHOUT the guiding genius, the courageous tenacity, the pioneering vision of Adolph Zukor it is to this day to be sincerely doubted whether the motion picture industry would have attained the greatness and security which it presently enjoys.

ADOLPH ZUKOR foresaw the potentialities of the film business far back in the early days of the present century, and when it had achieved neither the greatness of a profession and certainly not the scope or dignity of an industry. His vision saw then far beyond the present of those days: he sensed the fundamental appeal of an entertainment which penetrated so easily and so pleasantly into the consciousness of the masses.

What he saw was enough for him to cast his lot with the motion picture, and to dedicate his life to the task of transforming what was then an itinerant pastime to an industry commanding the attention and respect of the entire world.

IN much less than the quarter-century which his Silver Jubilee symbolizes

he accomplished this. He became a leader from the start: and for twenty-five years he has been the film industry's leader, setting entertainment tastes, championing causes and forms of progress which have meant the advancement of the motion picture as a business and an industry.

NOR has artistic achievement been overlooked. The records of Paramount film accomplishment are studded with artistic gems which have not added much to the material success of the company, but which have given great and enduring lustre to the company's record of finer things. What is more, the desire of Mr. Zukor to have Paramount's trade mark reflect the finest artistic phases of life's lovely side has resulted in Paramount giving to the world more unforgettable pictures of this type than any other company in the industry, and yet without any slackening of Paramount's command of the industry's leadership. Nor any loss of business prestige.



A PROVEN LEADER—AND LEADERS OF TOMORROW

The man who has led Paramount to its present world dominance meets with some Paramount youngsters who may be the leaders of tomorrow. Adolph Zukor in an informal studio conference with Billy Lee, Jackie Moran, Bennie Bartlett and David Holt. You've seen them all in Paramount pictures; some day they may be Paramount executives, and perhaps industry leaders. Certainly they could have no finer incentive than the career of the man they are with in this happy picture.

AND Adolph Zukor, who has led his Company in leadership of the industry, in leadership of progressive movements insuring the permanence of the motion picture business, is still a leader in the affections of thousands of Paramounteers in all parts of the world.

Milestones

in the magnificently purposeful life of ADOLPH ZUKOR

1891

Adolph Zukor, aged 18, came to America. Land of Opportunity.



1912

"Sarah Bernhardt" first multiple feature film, gave A.Z. his start.



1915

Fire wiped out Zukor's first studio. But negatives survived.



1917

His second New York studio, on West 56th Street



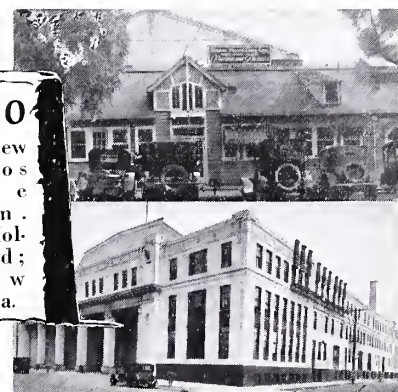
1918

A. Z. gets Mary Pickford's signature on new starring contract.



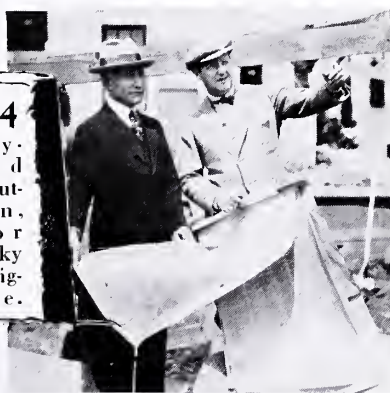
1920

Two new studios have risen. Top, Hollywood; below Astoria.



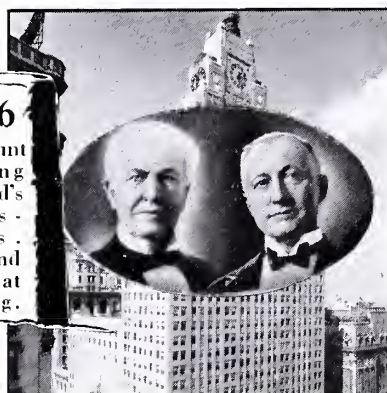
1924

Hollywood plant outgrown. Zukor and Lasky plan bigger one.



1926

Paramount Building at World's Crossroads. Edison and Zukor at opening.



1927

Trans-ocean telephone. Zukor, with late E. E. Shauer, calls London.



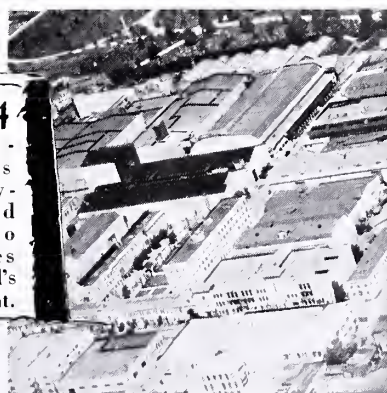
1931

Host to Royalty. King and Queen of Siam guests at Astoria.



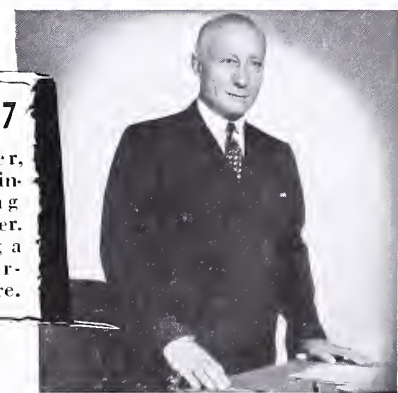
1934

Paramount's Hollywood Studio emerges as world's best plant.



1937

Greater, more inspiring than ever. Facing a wonderful future.



World Plans for Zukor Jubilee Impressive



THREE COMPANY LEADERS AT HOLLYWOOD PARTY

Recently there was held at the Ambassador Hotel in Hollywood a social event welcoming Messrs. Barney Balaban and Stanton Griffis to the film colony. Adolph Zukor was host to Paramount's President and to the Chairman of Paramount's Executive Committee. The personalities in the above group, reading from left to right are: Barney Balaban, Mrs. Balaban, Stanton Griffis, Franziska Gaal, European screen star under contract to Paramount; Adolph Zukor. At the right is Mitchell Leisen, who will probably be entrusted with the direction of Miss Gaal's first Paramount film.

PARAMOUNT'S GREAT FILMS TOP THOSE OF ALL OTHER COMPANIES

Tabulation Would Make Aggrandized Issue

It would have been logical to have had this special issue of Paramount's International News tabulate all of the great pictures produced with the proud stamp of the Paramount Trade Mark at beginning and ending; it would also have been impractical, from the standpoint that it would have called for an issue devoted solely to the listing of pictures.

Too easily would a list intended merely to carry one hundred titles of the calibre of "Male and Female," "The Miracle Man," "The Covered Wagon," "Blood and Sand," "Manslaughter" and "The Ten Commandments" have grown to a list of five hundred pictures, and on to a thousand; and then where would our special issue have been?

It must suffice us to know, therefore, at this point in life's highway where we halt a minute to salute the fine gentleman

MR. ZUKOR'S STARS OF YESTERYEAR

Under the Paramount banner has appeared practically every star and featured player who ever amounted to anything in pictures. Many of these personalities are still with Paramount; many others have gone on to other film companies, or to retirement.

There is, however, one other list—the list of the great silent day players and stars—the personalities whose efforts and charm brought Paramount up through its early years to see created the organization that Adolph Zukor had dreamed of.

With affectionate reverence we give you therefore this list of persons, many of whose names will stir very fond memories in your heart:—

Mary Pickford, Marguerite Clark, Norman Kerry, Louise Huff, Jack Pickford, Elliott Dexter, Wanda Hawley, Sylvia Ashton, Sessue Hayakawa, Wallace Reid, Harrison Ford, Lila Lee, Thomas Meighan, Jack Holt, Hobart Bosworth, Antonio Moreno, Pola Negri, Adolphe Menjou, Rod La Rocque, Pauline Stark, Lois Wilson, J. Warren Kerrigan, Gloria Swanson, Mary Miles Minter, Monte Blue, John Bowers, Fannie Ward, Tom Forman, Agnes Ayres, May McAvoy, Kathlyn Williams, Bebe Daniels, Julia Faye, Theodore Roberts, Raymond Hatton, Rudolph Valentino, Bryant Washburn, Betty Bronson, Ernest Torrence, Leatrice Joy, Richard Dix, Emil Jannings, William S. Hart, Conway Tearle, Raymond Griffith, Dorothy Dalton, Florence Vidor, Matt Moore, Louise Fazenda, Chester Conklin, Ethel Clayton, Esther Ralston, Will Rogers, Ann Little, Noah Beery, Charles Ray, Roscoe Arbuckle, Syd Chaplain, Enid Bennett, Douglas MacLean, Doris May, and Mac Murray.

who has brought our company along to this point, to know that his Paramount organization has been responsible for more truly great motion pictures than any other company in the business, whether in this country or in any country in the world today.

And now he's at the celluloid control of the company, right at the production spot in Hol-

lywood, determined to maintain that magnificent leadership. Proving his power of judging the world's entertainment tastes by creating "Champagne Waltz," "The Plainsman," "The General Died At Dawn," "Souls At Sea," "Maid of Salem," and a host of others to come to the world's screens in 1937 and the exciting years beyond that.

It is a commendable characteristic of Paramount's Foreign Legion that when they are assigned a mission, especially one near and dear to their hearts, they go at the job with a quiet sincerity and purposefulness which allows of scant mention of the job in hand while it is actually being performed, and allows simply of the job speaking for itself once it is completed. That's how it is with the world-wide plans for the celebration of the Adolph Zukor Silver Jubilee in the early months of 1937.

Nevertheless, we have our ways of getting to know about things, and therefore are in the position of being able to report that the world's tribute to Mr. Zukor, looks, at his point in the calendar's progress, to be just about the most sincere and heartfelt of any ever paid a member of the film industry. Already many fine sentiments have been set down in writing by foremost figures throughout the globe, and all of these eminent men and women have been proud and happy to pay tribute to a gentleman of the motion picture profession who has been instrumental in spreading so much consistent pleasure to the ends of the earth.

It would be premature to express here, in advance of the great Paramount tribute to be paid Paramount's founder in California early in January, some or even any of the things which the world is doing to show its appreciation of a magnificent personality. All of these tokens of esteem will appear in their due course. All that can accordingly be said here is that the plans match the occasion, and the occasion is the most significant in the colorful quarter-century since the motion picture first commenced to really grow up.

The events and tributes will be reported to your satisfaction in the next issue of Paramount's International News.



More Than 600 Greet Paramount Founder In Hollywood

HOLLYWOOD—Adolph Zukor's desk is now ornamented by an elaborately engraved silver cigar humidor, a memento of his twenty-fifth anniversary as a maker of screen entertainment, which was presented to him at the dinner dance given in his honor by the motion picture industry, with the cooperation of the Academy of Motion Picture Arts and Sciences.

The dinner, at the Trocadero in Hollywood, attracted a capacity attendance of more than 600 guests, including in their number a majority of the more prominent executives, stars, directors and others in the industry.

Glowing tribute was paid to Mr. Zukor for his part in the development of motion pictures by Chairman Darryl Zanuck, Toastmaster George Jessel and the four speakers of the evening, Louis B. Mayer, Jesse Lasky, Joseph M. Schenck and Frank Lloyd.

Attracting a lion's share of attention among the guests was Marguerite Clark, one-time screen idol and Mr. Zukor's first "discovery," who flew 2,000 miles from her New Orleans' home in order to join in paying homage to Paramount's founder. It was her first visit to Hollywood in sixteen years.

Entertainment was provided by Jack Benny, George Burns, Bert Wheeler, Irving Berlin, Martha Raye, Gertrude Niesen, Larry Blake, the Ritz Brothers and Joe Lewis, the latter acting as master of ceremonies. Boris Morros was entertainment chairman.

Members of the sponsoring committee for the dinner, which served as an introductory function to Mr. Zukor's Silver Jubilee opening in January, were Frank Capra, Claudette Colbert, C. B. DeMille, Howard Estabrook, Henry Herzbrun, Grover Jones, Jesse Lasky, Frank Lloyd, Carole Lombard, L. B. Mayer, Mary Pickford, William Powell, Norman Taurog and Waldemar Young.

Among those in attendance were: The Messrs. and Mmes. Edward Arnold, George Burns (Gracie Allen), Irving Berlin, George Bagnall, Jack Benny (Mary Livingston), Charles Barton, Joseph I. Breen, Stanley Bergerman, Edward F. Cline, Frank Capra, Hans Dreier, Richard Dix, Wilhelm Dieterle, E. A. Dupont, Carl Dreher, Dr. Francis de Dajkovich (Franziska Gaal), John Emerson (Anita Loos), George Fitzmaurice, Frank Forrest, Bryant Foy, Lewis E. Gensler, Benjamin Glazer, William Goetz, A. H. Giannini, Henry Herzbrun, Arthur Hornblow, Jr., (Myrna Loy), Harold Hurley, John Hammell, Rupert Hughes, Grover Jones, Al Jolson (Ruby Keeler), Ralph A. Kohn, Sidney R. Kent, Jerome Kern, Henry King, Harold Lloyd, Albert Lewis, Louis D. Lighton, David Loew, Jesse L. Lasky, Jeff Lazarus, Ernst Lubitsch, Paul Muni, Fred MacMurray, Joel McCrea (Frances Dee), Jack Oakie, Dr. Joel Pressman (Claudette Colbert), Harry Rapf, Charles Rogers, Sigmund Romberg, Bogart Rogers, Melville Shauer (Rosita Moreno), Norman Taurog, Charles Vidor (Karen Morley), W. S. Van Dyke, Sam Wood, J. L. Warner, Hal Wallis, Richard Wallace, Waldemar Young, Eugene J. Zukor, Darryl Zanuck.

The Mesdames Ida Koverman, Mildred Zukor Loew.

The Misses Dorothy Arzner, Beulah Bondi, Madeleine Carroll, Vina Delmar, Frances Farmer, Alice Fay, Francine Larrimore, Ida Lupino, Frances Langford, Alma Lloyd, Gertrude Niesen, Mary Pickford, Virginia Pine, Martha Raye, Charlotte Wynters.

The Messrs. Bob Burns, James Cowan, Emanuel Cohen, Sam Coslow, Earl Carroll, Harry Cohn, C. J. Dunphy, Howard Estabrook, T. Keith Glennan, Cary Grant, Raymond Griffith, Sid Grauman, Al Hall, George Jessel, Al Kaufman, Carl Laemmle Sr., Carl Laemmle Jr., Abe Lastfogel, Robert Leonard, Frank Lloyd, Fred Leahy, William LeBaron, Mervyn Leroy, Rouben Mamoulian, A. C. Martin, Boris Morros, Victor Moore, John Miljan, L. B. Mayer, Leo McCarey, Ray McCarey, George Raft, Robert Riskin, Ritz Brothers, Charles (Buddy) Rogers, Richard Rowland, Hal E. Roach, Wesley Ruggles, Oscar Serlin, B. P. Schulberg, Harry Sherman, Sir Guy Standing, Randolph Scott, Joseph M. Schenck, Robert Vignola, Bert Wheeler.



At top: Mr. Zukor acknowledging ovation. Second row: Mr. and Mrs. Zukor, Mr. and Mrs. Ernst Lubitsch. Third row: Mr. and Mrs. Fred MacMurray and Marsha Hunt (right); Mary Livingston, Gracie Allen, Jack Benny. At bottom: Frank Lloyd, Joseph M. Schenck, George Jessel, Mr. Zukor, Darryl Zanuck, Louis B. Mayer, Jesse L. Lasky.

ADOLPH ZUKOR KNOWS THE WORLD

PARAMOUNT'S FOUNDER GLIMPSED ABROAD



As the founder and active leader of a world organization, Adolph Zukor wanted always to be posted on what the world was doing. So he made many trips abroad, mixing always with the men and women who conducted Paramount's business in many countries. We have camera-caught him in a few of them. At top left, with Managing Director John Cecil Graham, and Ike Blumenthal in London; top centre, being greeted at Barcelona in peaceful days by Managing Director M. J. Messeri. Miss J. Vidal of the Barcelona office, leaving the car. Top right, with Messrs. I. Blumenthal and Gus Schaefer in Warsaw, Poland. Second row, left, in Budapest with Manager Louis Foldes, I. Blumenthal, Jesse L. Lasky and Al Kaufman. In the centre, outside the Paramount Head Office, London. Second row right, in Prague, Czechoslovakia, with District Manager Rudolf Jellinek, Division Manager Gus Schaefer, Robert T. Kane and I. Blumenthal. Third row, left, at dinner on the "Ile de France." Mr. Zukor is fourth from the right, Mrs. Zukor second from the left. Below in the circle, speaking at a Paramount banquet in Paris. Immediately above, being met at Berlin railway station by I. Blumenthal. No doubt about it, Mr. Zukor knows this little old world of ours.



ember, 1836

Studios Office TEERS

**1382 in Domestic Distribution Dept. • 2650 in American Studios
17,500 in American Theatres • 815 in New York Home Office
IN ALL • A TOTAL OF 26,286 PARAMOUNTEERS**

ADOLPH ZUKOR, HUMANITARIAN, CREATIVE GENIUS, SHOWMAN AND BUILDER OF MEN.

John W. Hicks, Jr., Home Office, New York.

(cabled) SINCERE CONGRATULATIONS ON TWENTY FIVE YEARS MONUMENTAL PROGRESS, BRILLIANT ACHIEVEMENTS.

Frank Kennebeck, Bombay, India.

THE LEADER WHOSE VISION MADE PARAMOUNT PARAMOUNT THROUGHOUT THE WORLD.

Saul Jacobs, Guatemala.

ENTIRE PANAMA ORGANIZATION PROUDLY GREETES YOU ON THIS FELICITOUS OCCASION.

S. E. Pierpoint, Panama

(cabled) INDIA REJOICES OPPORTUNITY HONOURING SILVER JUBILEE COMMEMORATING YOUR SPLENDID ACHIEVEMENTS.

Charles Ballance, Bombay.

IN TRIBUTE TO AN INSPIRATIONAL LEADER ON THIS INTERNATIONAL OCCASION.

Charles M. Reagan, Home Office.

(cabled) ADMIRATION, GRATITUDE TO ADOLPH ZUKOR DELUXE THEATRE PIONEER IN EUROPE.

Andre Ullmann, Paris, France.

A SPARKLING TESTIMONIAL TO HIS GLORIOUS CAREER OF UNPARALLELED LEADERSHIP.

Arthur Pratchett, Havana, Cuba.

AMONG PIONEERS HE BEST HAS DEMONSTRATED HIS RIGHT TO LEADERSHIP.

Gary Cooper, Hollywood Studio.

A QUARTER CENTURY HAS SERVED MAINLY TO SHARPEN HIS ENTHUSIASM.

B. P. Schulberg, Hollywood Studio.

HIS CAREER EMBRACES THE MOST SIGNIFICANT STEPS IN SCREEN PROGRESS.

Harold Lloyd, Hollywood Studio.

THE ENTIRE FILM INDUSTRY MUST BE GRATEFUL TO ADOLPH ZUKOR.

Cecil B. deMille, Hollywood Studio.

ADOLPH ZUKOR IS THE ALPHA AND OMEGA OF THE CINEMA.

Louis Notarius, Home Office.

ADMIRER AS A GREAT LEADER AND EVER A TRUE FRIEND.

Henry L. Salsbury, Production Dept.

A GREAT MAN OF IDEALS WHO INSPIRES IDEALS IN US.

Irene F. Scott, Home Office.

NO PARAMOUNT ACHIEVEMENT EVER POSSIBLE WITHOUT ADOLPH ZUKOR'S INSPIRED LEADERSHIP.

M. J. Messeri, Barcelona, Spain.

(cabled) YOU FOUNDED, OTHERS DEMOLISHED, YOU RESUSCITATING AND GLORIFYING OUR PARAMOUNT.

Tom D. Cochrane, Tokyo, Japan.

MISTER ZUKOR'S OWN QUIET RADIANCE WILL LONG OUTSHINE ALL JUBILEES.

James S. Polk, Home Office.

ADOLPH ZUKOR'S ACTIVITY STIMULATES AND ENCOURAGES EVERYONE ON THE LOT.

Oscar Serlin, Hollywood Studio.

THE FILM INDUSTRY OWES ITS GREATEST DEBT TO ADOLPH ZUKOR.

Frank Lloyd, Hollywood Studio.

Adolph

TEN-WORD TRIBUTES TO

FROM PARAMOUNTEERS

Paramounteers Man Who Gave F

ADOLPH ZUKOR'S ENDURING INDUSTRY ACHIEVEMENTS SYMBOLIZE PARAMOUNT'S FRIENDSHIP AND LEADERSHIP.

Barney Balaban, Home Office.

ADOLPH ZUKOR HAS MADE THE WORLD A FAR BETTER PLACE.

Gladys Swarthout, Hollywood Studio.

ADOLPH ZUKOR—ALL THAT'S BEST IN THE BEST OF INDUSTRIES.

Russell Holman, Production Dept.

LOVED AND RESPECTED BY EVERYONE IN THE MOTION PICTURE INDUSTRY.

G. B. J. Frawley, Home Office

WE ARE RIGHTFULLY CELEBRATING THIS YEAR ADOLPH ZUKOR'S INSPIRING LEADERSHIP.

Donald L. Velde, Home Office

HIS COURAGE AND FORESIGHT HAVE BEEN A GUIDE AND INSPIRATION.

Milt Kusell, New York City

A TWENTY-FIVE YEAR RECORD WORTHILY OBSERVED AND DULY APPRECIATED.

E. A. Brown, Home Office.

YOUR MANY HUMAN BENEFACTIONS CANNOT HELP BUT BRING EVERLASTING SUCCESS.

J. P. Donohue, Porto Rico.

ZUKOR STANDS ALONE, THE GUIDING GENIUS OF A GREAT INDUSTRY.

Edward J. Wall, Home Office.

CONGRATULATIONS TO ADOLPH ZUKOR, PIONEER PRODUCER AND SUPREMELY SKILLFUL SHOWMAN!

Emanuel Cohen, Major Productions.

ADOLPH ZUKOR HAS PLANNED HIS LIFE ON "THE GOLDEN RULE."

Frank Meyer, Home Office.

TO PARAMOUNT'S FOUNDER AND INSPIRATION MY RESPECT, AFFECTION AND LOYALTY.

George Weltner, Home Office

TO HIS UNPARALLELED ACHIEVEMENT, HIS INSPIRED LEADERSHIP, MY GRATEFUL TRIBUTE.

F. C. Henry, Manila, P. I.

HAIL TO ADOLPH ZUKOR—AN ETERNAL INSPIRATION TO ALL MEN.

John B. Nathan, Buenos Aires.

GREATNESS OF PURPOSE AND ACHIEVEMENT DISTINGUISH ADOLPH ZUKOR'S HAPPY CAREER.

Claudette Colbert, Hollywood Studio.

HE HAS CARVED AN INDELIBLE NICHE IN MOTION PICTURE HISTORY.

Fred MacMurray, Hollywood Studio.

ZEALOUS UNTIRING KINDLY OLD RELIABLE—THAT

ZUKOR

AROUND THE WORLD

Tribute to the Paramount Greatness

PIONEER IN 1912, HE STILL THINKS AS A PIONEER THINKS. Arthur Hornblow, Jr., Hollywood Studio.

(cabled) LAST 25 YEARS CAN BUT INSPIRE INCREASING CONFIDENCE AND LOYALTY. James A. Sixsmith, Sydney.

(cabled) CONGRATULATIONS TO INDUSTRY'S GREATEST LEADER AND EMPIRE BUILDER FOR PARAMOUNT. William Hurworth, Sydney.

(cabled) PROUDLY PRIVILEGED TO PAY TRIBUTE TO DOYEN OF SHOW BUSINESS. James L. Thornley, Melbourne.

(cabled) HEARTIEST CONGRATULATIONS YOUR ANNIVERSARY. PROUDLY LAUD YOUR UNCEASING UNEQUALLED SUCCESS. Claude Henderson, Melbourne.

(cabled) YOUR 25 YEARS GLORIOUS ACHIEVEMENT INSPIRES CONTINUED LOYALTY AND DEVOTION. Fred Gawler, Sydney.

(cabled) ZUKOR SYMBOLIZES IN PARAMOUNT A CREATION OF MAN THE HUMANITARIAN. Stanley H. Craig, Wellington.

(cabled) WHAT GRANDER TRIBUTE CAN WE PAY THAN OUR UNDYING LOYALTY. John E. Kennebeck, Sydney.

HE IS A GREAT LEADER, FINE FRIEND AND DEPENDABLE ADVISOR. Henry Hathaway, Hollywood Studio.

COMBINING THE QUALITIES OF CREATOR AND EXECUTIVE, HE DESERVES LEADERSHIP. Henry Herzbrun, Hollywood Studio.

ADOLPH ZUKOR'S CONTRIBUTIONS TO MOTION PICTURE ADVANCEMENT MAKE HIM OUTSTANDING. Ernst Lubitsch, Hollywood Studio.

YOU PIONEERED AN INDUSTRY, BRINGING PLEASURE TO THE ENTIRE WORLD. Leon D. Netter, Home Office.

TO ADOLPH ZUKOR WHO WILL ALWAYS BE PARAMOUNT IN MOVIEDOM. Walter B. Cokell, Home Office.

ADOLPH ZUKOR'S MASTERFUL AND IMPRESSIVE ACHIEVEMENTS SPELL PARAMOUNT'S TRIUMPHANT SUCCESS. Boris Kaplan, Production Dept.

BELOVED ADOLPH ZUKOR. Stanton Griffis, Home Office.

ADOLPH ZUKOR—THE LIFE STREAM OF THE MOTION PICTURE INDUSTRY.

Y. Frank Freeman, Home Office.

ADOLPH ZUKOR IS THE MOTION PICTURE INDUSTRY'S GREATEST INDIVIDUAL ASSET.

Neil F. Agnew, Home Office.

(Cabled) WITH ADMIRATION, ESTEEM, FOR THE PIONEER WHO BUILT, SAVED PARAMOUNT.

Americo Aboaf, Italy.

MR. ZUKOR'S NAME IS STILL THE GREATEST IN MOTION PICTURES.

J. J. Unger, Home Office.

AS OUTSTANDING AS GIBRALTAR, UNSHAKEN BY THE STORMS OF TIME. Vincent Trotta, Home Office.

ADOLPH ZUKOR'S INSPIRING LEADERSHIP ASSUMES PARAMOUNT'S STABILITY AND CONTINUED PROGRESS.

Fred W. Lange, Paris.

HIS MANY BENEVOLENCES AND MAGNANIMITY HAVE ENDEARED HIM TO ME.

Matilda Kass, Home Office.

(cabled) ADOLPH ZUKOR PERSONIFIES INTEGRITY, ACHIEVEMENT AND SERVICE TO FELLOW MAN.

Gus J. Schaefer, Paris.

ADOLPH ZUKOR IS THE BRIGHTEST STAR IN THE PARAMOUNT CROWN.

Robert M. Gillham, Home Office.

ALL THE WORLD'S HIS STAGE—HIS FILMS THRILL THE UNIVERSE.

John A. Groves, Singapore.

TO WORK WITH MR. ZUKOR IS TO KNOW REAL LEADERSHIP.

Lou Diamond, Production Department.

BRILLIANT LEADER, DEEPLY SENTIMENTAL, SYMPATHETIC LOVE FOR HIS FELLOW MEN.

John L. Day, Rio de Janeiro, Brazil.

ADOLPH ZUKOR, BRILLIANT IN HIS IDEAS, DEEP IN HIS FEELINGS.

Benito del Villar, Santiago, Chile.

ADOLPH ZUKOR—LOVED AS AN EXECUTIVE, ADMIRER AS A MAN.

Henri Klarsfeld, Paris.

ADOLPH ZUKOR—SYMBOL OF COURAGE AND PERSEVERANCE, A REAL MAN.

J. C. Graham, London.

THE CHINA ORGANIZATION PLEDGES UNSWERVING LOYALTY TO OUR BELOVED LEADER.

J. E. Perkins, Shanghai.

MY SINCEREST ADMIRATION FOR HIS INTEGRITY, PERSEVERANCE, GENIUS AND UNDERSTANDING.

Sara Lyons, Home Office.

HE BROUGHT A NEW UNDERSTANDING TO THE VALUE OF MANPOWER.

Montague Goldman, London.

HIS SPLENDID VISION MOULDED THE ENTERTAINMENT HABITS OF THE WORLD.

Earl St. John, London.

WITH MR. ZUKOR AT STUDIO TOP, PARAMOUNT IS TOPS AGAIN.

George Vallar, Mexico City.

TODAY'S SCREEN OWES MORE TO ADOLPH ZUKOR THAN ANY OTHER.

C. J. Dunphy, Hollywood Studio.

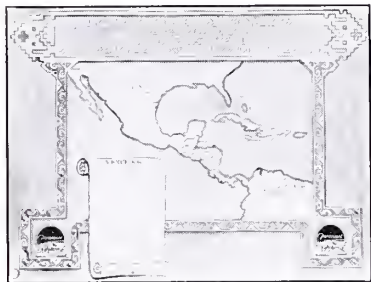
Personal News from All Quarters of the Globe

"ARE YOU HUNGRY?"

A rare old appetite can be "worked up" by "working up" to the top of the Revolucionarios Division. Mexico suggests you try the following "Charro" cocktail:

10 Gallons Lonesome Pine
10 " Milky Way
10 " Texas Rangers
10 " General Died at Dawn
10 " Champagne Waltz
50 " Silver Jubilee line-up
Season with Paramount Pep

Stir over your "fire of enthusiasm" until boiling point is reached and serve "piping hot" to all the exhibitors in your territory.



Above is a photograph of the silver trophy to be presented to the winning Branch in the Revolucionarios Division. The plaque will carry the names of every member of the winning staff and permanently remain in possession of the Branch. The Secretary of War, State and Navy of the "Revolucionarios" will personally present the trophy at a dinner to be paid for by the "runner-up" Branches in the Division.

LEGIONNAIRES AVOYAGING

Henry Gordon, formerly of the Central European Division, and most recently attached to the Vienna office, is now in Cristobal, Canal Zone, as assistant manager of the office there. Eugene Schosberg, formerly of this post, has returned to New York.

George Vallar, formerly manager for Germany, is en route to Mexico City where he will become

TRADE MARK TRIBUTE

Heretofore the Paramount Trade Mark has contained 24 stars.

But effective January 7, 1937, the most famous entertainment symbol in the entire world will carry 25 stars. The extra one is being added to commemorate the twenty-fifth anniversary of Paramount's founder, Adolph Zukor, in the motion picture industry.

This change is official and should be made in every part of the Paramount world.

HOUSE ORGANS

The mails have brought to hand four fine recent issues of Poland's "Doradca Filmowy," with ample and effective displays for "The General Died At Dawn," "Champagne Waltz" and much space devoted to the forthcoming Silver Jubilee for Adolph Zukor.

Issue Number Two of the new "Paramount Service" of India is to hand, an improvement over the initial excellent issue, and a potent indication of the splendid heights of service to which this useful publication is bound to rise.

No mention of house organs could be complete without an expression of our pleasure at chronicling the reappearance of "La Paramount Francaise," the sparkling publication so ably edited in Paris by Publicity Director Jack Plunkett. The November issue has come out magnificently for Mr. Zukor, the joy of the French organization at being able to celebrate his Silver Jubilee being absolutely unbounded.

manager for Mexico.

Andre Olsen, for several years manager in Java, is now in Denmark on a Christmas vacation after having passed through Home Office in New York. Following the vacation he will report to General Manager Fred W. Lange in Paris for an assignment in Europe.

SPARKLING ARG. PUB.

That publicity unit, functioning magnificently under the direction of Guillermo Fox in Buenos Aires, Argentina, has been responsible for some highly effective propaganda on behalf of "Radio Bar," "Give Us This Night" and "Forgotten Faces." Evidence of these campaigns has reached us and has been forwarded to Hollywood.



VIENNA ALERT

District Manager Lichtschiendl is determined to publicize to the fullest the combined advent of Mr. Zukor's Silver Jubilee and "Champagne Waltz" (especially when the latter has Vienna for its locale). We therefore are happy to reproduce above a scene showing part of his office.

According to cabled advices from General Manager Charles Ballance, "The General Died At Dawn" and "The Texas Rangers" are phenomenal successes at Bombay, Calcutta and Rangoon, Burma.



JOHN DORED HONORED

The veteran Paramount News cameraman, who rendered such fine Paramount service in Ethiopia and Spain, is here with District Manager Rudolf Jellinek in Prague, Czechoslovakia. Mr. Dored was called to Prague on special assignment, and while there photographed the Czech Premier, Eduard Benes for Paramount News, being honored with the privilege of being the only news man to get this important picture.

EXPLOITATION BRIEFS

A bunch of praise-oots for the fine campaign of advertising and publicity put across by Manager Frank Kennebeck of Bombay, India, on behalf of "The Case of Mrs. Ames." Included in the campaign was a nifty stunt consisting of mailing personal cards bearing the name of "Mrs. Hope Ames" and stating, in feminine handwriting, "I'm In Desperate Trouble."



This gas company tie-up with Paramount's young star, Virginia Weidler was but one of several neat pieces of exploitation engineered recently by Harold Pike of the Sydney, Australia, exploitation staff. Others consisted of a safety campaign in conjunction with "The Toll of the Road" ("And Sudden Death"), and some very fine window displays showing decorations in the Hollywood homes of Paramount stars.

TIGER DIVISION

The newly created Division of Straits Settlements and Java, under the captaincy of John A. Groves, has been named The Tiger Division.

Who's going to be the one to Bring 'Em Back Alive?



THE BLUE RIBBON DIVISION GATHERED IN FORCE

Delegates to Paramount's 16th Annual Sales Convention taken on the roof of Paramount House, Sydney:

Seated (left to right)—Messrs. C. A. Hale, (Sydney Branch Manager); M. Foster, (Perth Branch Manager); Robert L. Graham, (Special Representative); S. H. Craig, (General Manager, New Zealand); James L. Thornley, (General Manager, Paramount's Capitol Theatre, Melbourne); James A. Sixsmith, (Secretary-Treasurer); John E. Kennebeck, (Managing Director); W. Hurworth, (General Sales Manager); C. E. Henderson, (District Manager Victoria, W. A., S. A. & Tasmania); F. Gawler, (District Manager N. S. W. & Queensland); G. Brookes, (Branch Manager, Brisbane); H. A. Kelly, (Branch Manager, Melbourne).

2nd Row:—D. Nelson, T. Hurney, F. Deane, J. Stiles, A. W. L. Naylor, R. Howard, G. Lawrence, Reg Felton, Vic. Butler, W. Blood, R. E. Henderson, J. Laycock, J. Flannery, E. Wahlquist, C. E. Gatward, J. Edwards, Hermann E. Flynn, J. Taylor, Reg. Kelly, R. Winch.

Back Row:—J. Sabine, W. Wiley, L. Jones, W. McKeown, H. Varcoe, N. Ackland, H. Pike, N. Gehrig, W. Hurworth, Jr., R. Logan, C. Donaghey, M. Stanley, M. Lovett, J. Carroll, S. Herbert, B. Abotomey.

Brazil Still Leads as Jubilee Approaches

BY COUNTRIES

This Month	Last Month
1. Mexico	1.
2. Brazil	2.
3. Panama	3.
4. Australia, N. Z.	4.
5. Great Britain	8.
6. Japan	9.
7. India	5.
8. Argentina	6.
9. Holland	12.
10. Chile	7.
11. Italy	26.
12. Denmark	13.
13. Germany	11.
14. France	24.
15. Puerto Rico	15.
16. Norway	18.
17. Cuba	20.
18. Jugo-Slavia	16.
19. Roumania	22.
20. Austria	10.
21. Uruguay	14.
22. Philippines	19.
23. Czecho-Slovakia	23.
24. Peru	21.
25. China	17.
26. Sweden	31.
27. Straits-Java	25.
28. Guatemala	27.
29. Poland	28.
30. Hungary	30.
31. Colombio	29.
32. Finland	32.

Dark Figures Indicate "Over Quota"

Brazil is again the Division leader: Mexico heads the individual countries! The remainder are as you find them in the adjoining columns.

The occasion is a momentous one: not that these two parts of the Paramount Empire happen to be the leaders, but that they happen to be leading at the very time when the whole Paramount organization is giving every ounce of loyalty, every iota of energy in a manifestation of our love for and esteem of a man who was born to lead, and who has forever since demonstrated his birthright.

Next month this memorable Contest will end. We have right now no idea who the winners will be. Perhaps you have.

"DESIRE" LANDS DIETRICH AND COOPER AS TOP CZECH FAVORITES

Gus J. Schaefer, Division Manager for all of Central Europe, quotes a telegram from Prague as follows:

"First run receipts **DESIRE** first week in Prague exceeded **BENGAL LANCER** receipts. A moral and financial victory for Paramount over competitors. Marlene and Gary are the best-liked stars in Prague."

If you will hearken back a few months you will remember that "Bengal Lancer" won many commendations as 'The finest motion picture of any company or country ever shown in Prague.'

BY DIVISIONS

This Month	Last Month
1. Day	1.
2. Kennebeck	2.
3. Pratchett	5.
4. Graham	6.
5. Ballance	3.
6. Nathan	4.
7. Aboaf	12.
8. Klarsfeld	10.
9. Cochrane	8.
10. Del Villar	7.
11. Schaefer	9.
12. York	13.
13. Groves	11.

Dark Figures Indicate "Over Quota"

BLUE RIBBON DIVISION SCOOPS NOVEMBER QUIGLEY AWARDS OF MOTION PICTURE HERALD

In the November judging of the Quigley Awards of Motion Picture Herald, Ross Meikle of the Regal Theatre, Wanganui, New Zealand, won the Bronze Award and will thus become eligible for consideration in connection with the Grand Award of the year. His campaign was for Paramount Week in general and "Desire" specifically.

Also gaining First Honorable Mentions in the November judging were the campaigns of Mel Lawton of the Prince Edward Theatre, Sydney; Eric Wahlquist of the Capitol Theatre, Melbourne; and Horrie Peverill of Laureston.

This is the biggest overseas scoop in any of the Quigley Award judgments, and all of the overseas mentions went to Paramount.

Managing Director John E. Kennebeck must indeed be proud of the exploitation prowess of his division.

FLASH—"College Holiday" was previewed in the Home Office just when this page was about to run. It's a swell musical comedy—with grand songs, beautiful girls and a great big barrel of real laughs.

SOME IMPORTANT JANUARY SEVENTHS

1718. General Israel Putnam, famous American soldier, was born. Many years later, General Putnam won a memorable battle against the enemies of the United States on the very spot where the Paramount Building now stands in New York. There is a tablet commemorating this fact in the lobby of the building.

1789. America held its first national election for President. George Washington was elected as the result.

1873. Adolph Zukor was born.

1937. Adolph Zukor celebrates his 25th anniversary in the motion picture industry, a world figure, loved and respected by all nations.



PARAMOUNT STARS AND STARLETS ARE SPONSORS OF ADOLPH ZUKOR SILVER JUBILEE DRIVE

Many of Paramount's younger players are sponsor-mascots of the various sales divisions of the Domestic Department in connection with the 1937 Sales Drive on behalf of the Adolph Zukor Silver Jubilee. Mr. Zukor is shown here with his sponsors, who are, reading from left to right: Roscoe Karns, Bob Burns (captain), Shirley Ross,

William Frawley, Eleanor Whitney, Robert Cummings, Sir Guy Standing, Mary Carlisle, Marsha Hunt, Ray Milland, Dorothy Lamour and Lyne Overman. (Inset) Gladys Swarthout sponsor of the entire Foreign Department, is shown in circle above the group.

Paramount's Product Matches Paramount's A. Z. Tribute



BARBARA STANWYCK
JOEL McCREA

Who are co-starring in Paramount's production of "Internes Can't Take Money." The picture is an hospital romance woven around the fact that young men learning to be doctors (internes) cannot take money for medical services until they have qualified as doctors. This fact leads to one of the most highly dramatic situations put on the screen in years.

"SOULS AT SEA" WILL REACH NEW HIGH IN MARITIME BEAUTY

Frank Lloyd demonstrated in his direction of "Mutiny On the Bonnty" the magnificent pictorial quality he can give to pictures filmed on the sea.

Now he is going to surpass all of those achievements with the camera quality he is giving to the Gary Cooper-George Raft production, "Souls At Sea" — a Paramount sensation for early 1937.

"THE PLAINSMAN" IS SUPERLATIVE ENTERTAINMENT FOR AUDIENCES OF ANY AND EVERY COUNTRY

The Paramount hit pictures are parading along in magnificent fashion now! Great times are with the Company's product again! Newest of the exciting films, and a colossus among them, is "The Plainsman." It has been previewed in New York in keeping with Mr. DeMille's plan for previewing his pictures away from Hollywood, and a number of other cities have also seen the epic. The result has been an overwhelming volume of acclamation.

But let us warn you on the point that "The Plainsman" is not merely entertainment for America. It is a picture of great spectacular wealth, it has a fine box-office cast, it has the attraction power of a great producer's name—but most of all it is saturated with live, exciting entertainment. It is a picture that moves with trip-hammer power. It is understandable anywhere. It will be mighty entertainment anywhere.

"GENERAL DIED AT DAWN" A TERRIFIC SUCCESS

It is no exaggeration to say that Mr. Hicks' office has been literally deluged with cables and airmail letters telling of the success of "The General Died At Dawn" in various parts of the world.

Word came by airmail from General Sales Manager Ganguli in Calcutta, India, telling of the spontaneous enthusiasm at the picture's premiere at the Metro Cinema. The message stated that the picture had been received exceptionally well by both press and public.

Australia's word concerned the film's premiere at our Capitol Theatre in Melbourne and came by cable from Managing Director John E. Kennebeck. It told that the opening week of the picture shattered the records established by "Ruggles," "Bengal Lancer," "Desire" and "Lonesome Pine" and predicted that "The General" would outrun all of these. Since some of them had done at least twelve weeks, things look rosy for the newest tenant of the Capitol.

Down in Havana the "No Seats Available" sign has been hanging outside both the Nacional and Auditorium Theatres for the several weeks that the picture has been running, and both signs have become so faded that Manager Garcia is gladly paying for new ones to be made.

Meanwhile the super-successful seasons of the film at the Carlton Theatre, London; the China Theatre, Stockholm; and the Capitol Theatre, Manila, continue.

STRAIGHT FROM AN EDITOR'S SHOULDER

As far back as November 14th, when the Silver Jubilee Celebration was first being talked about overseas, there appeared in the editorial columns of The Daily Film Renter of London the following fine tribute by Managing Editor Ernest Friedman:

The twenty-fifth anniversary of that grand old pioneer Adolph Zukor's entry into the American industry, looms in the very near future, and elaborate preparations, I understand, are being made on the other side to honour his Silver Jubilee. The industry here will similarly wish to play its part in such an honour—of that I feel sure. Zukor has really pioneered, for he brought the house of Paramount into existence, and his path through the years has not exactly been a bed of roses. To-day he still occupies a premier position with the house he founded, and a more worthy recipient of tribute I can't think of. Somehow men like him still remain the backbone of the business.

PLENTY OF RUGGLES FILMS

One of the busiest stars in Hollywood these days is Charlie Ruggles. He has just completed "Mind Your Own Business" for Emanuel Cohen's Major Pictures Corporation, and is engaged with Mary Boland in making "Too Young To Die." Immediately he completes that, he will make "Tightwad," a newspaper story.

PRODUCTION NEWS OF PARAMOUNT IMPORTANCE

In keeping with the spirit of this issue we are recounting here only the outstanding production department announcements current at the time of going to press.

CAROLE LOMBARD on November 27th signed a new Paramount contract calling for her exclusive services to the company for the next three years. The deal calls for her to make three pictures a year, with a fourth optional.

CECIL B. deMILLE has signed a new two-year Paramount contract during which time he is expected to make two pictures a year for the company.

MARLENE DIETRICH has signed a new Paramount contract giving the company her exclusive services for several years.

BARBARA STANWYCK and JOEL McCREA have been signed by Paramount as a co-starring team in "Internes Can't Take Money."

BING CROSBY'S new picture, "Waikiki Wedding," has definitely commenced. Shirley Ross and Martha Raye are in the cast.

JOSEPH SCHILDKRAUT has been added to the cast of "Souls At Sea."

CLAUDETTE COLBERT'S new picture, "I Met Him In Paris" is already in work under the direction of Wesley Ruggles.

HAROLD LLOYD will produce and complete two Paramount releases during 1937. This will be the heaviest production output for him in many years and is in response to world wide demands that he appear in more pictures than his previous output of two pictures every three years. Both of the new pictures will be characterized by a paucity of dialogue and a preponderance of action.



"THE GENERAL" THRILLING LONDON

Here's the exterior, by night, of Paramount's Carlton Theatre in the heart of the British capital. Visible in the picture are the queues on both sides of the entrance, and additional reports since the picture was taken indicate that the film will do eight or nine weeks. Manager S. Goldman claims that the picture is one of the biggest winners of the year. Of "The General Died At Dawn," Mr. Goldman says: "It is being received by packed audiences at every performance and the intense concentration of all patrons is a tribute to the fine acting and convincing atmosphere of the film."

**BOTTLED IN 1912
UNCORKED IN 1937**



ADOLPH ZUKOR

Thrills the world with

"CHAMPAGNE WALTZ"

It was the Moving, Masterful Hand of Destiny which ordained that "Champagne Waltz" should reach the screens of the world in the early days of 1937, coinciding at once with the birthday anniversary of Adolph Zukor and the completion of his Twenty-fifth year in the Motion Picture Business.

And so "Champagne Waltz" comes not only to the screen at this time but, through the mighty force of the organization which the film's creator has built, it comes to the screens of the entire world at that time. No picture in the entire history of the screen will have ever attained the status of "Champagne Waltz" at the time of its premiere, for when this picture is given to the entire world on January 22nd it will be seen on this day by more picturegoers of all nations than have ever witnessed a single production in one day.

It will build new screen history by indicating the mighty scope of the screen in instantly and simultaneously showing a pictured message to the peoples of the world. And doing it in the form of superlative entertainment, created to match the world's desires.

By now you are familiar with the plans for the international release of this film. January 22nd is set as the world release date. On that day the picture will be flashed before its audiences in all parts of the world. Synchronized and superimposed versions will have been completed in those lands where these versions are needed. The songs of the star will be sung in French, German, Spanish and Italian. There will be included in all foreign versions a duet in French between Gladys Swarthout and Frank Forrest not present in the domestic version.

It is expected that many of these premieres will be started by an electric signal from Mr. Zukor, delivered either from New York, or from Washington where he is to be guest of honor at an important diplomatic dinner the evening of that day. These plans will be given later embellishment; but for the time being it is established that the beloved gentleman who founded Paramount will be associated in affectionate fashion with the release ceremonies of a picture which symbolizes his towering and enduring achievements.

It is our sanguine belief that every Paramounteer throughout the world will take the necessary steps to see that not only is January 22nd a day unforgettable in Paramount's history, but that its memory is preserved so that its recollections can be retained by the man who made it all possible.



A COLORFUL TRIBUTE FROM COLORFUL MEXICO



Mr. Zukor is here shown photographed beside a magnificently colorful Mexican zarape. This superb piece of cloth was woven at Monterrey, Mexico, under the direction of Sr. Adolfo Rodriguez, Sr., owner of the Rodriguez Theatre at Monterrey. It was forwarded to Mr. Zukor at the Studio through the courtesy of District Manager Jack Dugger, of Dallas, Texas, who has Sr. Rodriguez for one of his Paramount accounts. We know that Mr. Zukor was delighted with the gift and is keeping it as a permanent personal possession.

CE MOIS DEDIE A ADOLPH ZUKOR

Pendants de longues années remplies d'événements émouvants, nous avons attendu ce moment — l'occasion de rendre hommage à l'homme qui nous a donné Paramount, Adolph Zukor. C'est pourquoi ce numéro du mois de janvier de L'International News de Paramount, numéro qui coïncide avec l'achèvement des vingt-cinq années de cinématographie de M. Zukor, est proprement et affectueusement dédié à ce chef respecté dont les initiales embrassent l'alphabet tout entier.

Ce moi-ci dans toutes les parties du monde, on rend hommage à Adolph Zukor, et cela nous seulement par les Paramountais, et par les directeurs de chacune des sociétés cinématographiques, mais aussi par des hommes d'influence nationale, par des hommes dont la sagesse guide les destinées de leur pays, car ce furent l'intelligence, la largesse de vues, la prévoyance d'Adolph Zukor qui donnèrent au monde une récréation attrayante pour tous.

Et il est aussi approprié à cette circonstance par un sort favorable que cette célébration nous est donnée au moment où cette compagnie que M. Zukor créa et qui s'est développée

ONORANZE AD ADOLPH ZUKOR

Per molti lunghi ed emozionanti anni abbiamo atteso questo momento, che ci dà l'opportunità di onorare l'uomo, che ci diede la Paramount, Adolph Zukor. Perciò questo numero di Gennaio del "Paramount's International News," edizione che coincide con il completamento del suo venticinquesimo anno nelle cinematografie, è giustamente dedicato con amore al Signore dalle magnifiche qualità e stimato con riverenza, le cui iniziali abbracciano l'intero alfabeto.

Questo mese, in ogni parte del mondo, Adolph Zukor è onorato. Grandi tributi gli sono resi non solo dai membri della "Paramount" e dai capi di ogni altra compagnia cinematografica.

(Continued on Page 15)

STIRRING ISSUE OF "THE PARAMGRAM"

Beaucoup plaudits for the November issue of Great Britain's "Paramgram." Here is a house organ in the fullest sense of the term, a live, vibrant issue reflecting the intense desire of Managing Director J. C.

Graham's division to do full homage to the founder of our Company. Editor F. L. C. Thomas has done a valiant stroke of work with this issue, and there is much in it that we would reprint had we more space at our disposal. So please take the wish for the deed, London!

We must, however, recount the in-

cident from this issue concerning the girls in the North London finishing school who were being given a list of words that they had to define, including the word "Paramount." When this word was reached, seventy-five per cent of the girls piped up their definition.... "It's a film company."

dans des proportions d'importance mondiale, nous donne la plus grande production de films de sa carrière déjà si pleine de succès. Non seulement nous avons "Champagne Waltz", qui est la clef de voute des célébrations en l'honneur de M. Zukor, mais nous avons encore "The Plainsman" (qui vous émouvra intensément), "Maid of Salem" et "Souls at Sea." Ce qui prouve que notre succès n'est pas seulement un symbole mais une réalité, une réalisation du rêve d'Adolph Zukor.

Et maintenant Paramount ne doit plus attendre que vingt-cinq ans pour ses Noces d'Or.

ALL OF THESE PARAMOUNTEERS HAVE FEBRUARY BIRTHDAY ANNIVERSARIES

1 S. H. AmelungJugoslavia Miss EdbrookLondon Miss T. HamardParis Mr. L. J. PolinessMelbourne Mr. HurianLondon Mr. FarrLondon Mr. DomvavandManchester Mr. GreenCardiff	Miss A. Alerta, Rio de Janeiro Mr. F. PiltonMelbourne	Mr. A. Werner IIBerlin Miss B. HartwichBerlin Mr. J. O'BrienMelbourne Miss M. DuffyGlasgow Mr. O'NeillNewcastle	Mr. S. Richardson, Launceston Miss LeeNewcastle Mr. FentonLeeds	Miss M. BeaumontLeeds Miss HaleCardiff
2 Miss S. Freedman, Home Office M. FikterJugoslavia Miss B. ClaughtonLeeds Mr. R. FodorLyon Mr. L. F. SimmsMelbourne Mr. WestLondon Miss WardLondon Miss M. TowersLeeds Miss L. SchofieldLiverpool	7 Mr. J. Bettencourt, Home Office Mr. E. MarinBruxelles Mr. M. de LajarteParis Mr. E. CollBarcelona Mr. O. J. RideMelbourne Mr. W. WorsleySydney Miss S. Lamoureux, Guatemala J. ChurchBirmingham	13 Mr. S. Tornqvist, Stockholm Miss EvansLondon Mrs. C. PennyCardiff Miss PringleGlasgow Mr. G. DubourgBordeaux Miss P. ParcerisasBarcelona Mr. LeatonLondon Mr. Lucas, London (Streatham Astoria) Mrs. RandLondon Mrs. McNabGlasgow Mrs. ClarkGlasgow Mr. ClarkGlasgow Mr. H. McKayGlasgow Mr. McConnellLiverpool	18 B. GerberRoumania Mr. M. KerrLondon Mr. W. Williamson, Melbourne Mr. WebbLondon Mr. W. WarrierLondon Mr. GoodenoughLondon	24 Mr. C. S. QuarmbyLeeds Mr. A. HoriTokyo Miss C. LagunasBarcelona Mr. I. Amuchastegui, Cordoba Mr. John L. Day, Jr., Rio de Janeiro Mr. WindleLondon Miss TurnerLondon Mr. G. AllanGlasgow Mr. SadlerNewcastle Miss SmithNewcastle Mr. M. McKennaLeeds
3 Mr. C. ThulinStockholm Mrs. H. Straetemans, Bruxelles W. PiaseckiKatowice Mr. S. RussoNaples Miss F. ThurstonSydney Mr. P. Poney, Rio de Janeiro Mr. HuckleLondon Mrs. ClarkeLondon Mrs. SimpsonManchester Miss JonesCardiff	8 Mr. L. SchouCopenhagen Mr. AlexanderLondon Miss W. GraysonLeeds Mr. J. RochetteParis Mr. P. WateletBruxelles Mr. M. Montejano, Madrid Mr. E. PerezGuatemala Mrs. GraubnerLondon Mr. EpsteinLondon Mrs. StaceyLondon Mr. L. J. HarrisLeeds Miss PrendevilleLeeds	14 J. PopoviceanuBucarest Mrs. H. DelannoyLille Miss L. VanteletReims Mr. P. MartyParis Mr. B. M. Thornley, Melbourne Mr. G. Pilonieta, Guatemala Mr. HubbardLondon Miss HowardLondon Miss KentLondon Mr. JacksonLiverpool	19 Mr. O. CohenLondon V. BenkovicJugoslavia B. MichalekCzecho-slovakia Mr. W. TrumpParis Dr. H. GordonPanama Miss K. DickGlasgow Mr. A. Brearley, Manchester N. HughesCardiff	25 Mr. H. A. Class, Manchester Mr. L. RouillardParis Mr. L. MontaretParis Miss J. CaseyMelbourne Mr. F. ElliottMelbourne Mrs. AllenLondon Mr. BristowLondon Mrs. McLeanGlasgow
4 M. RychterWarsaw Mr. M. de RantereLille Mrs. K. DonnellyMelbourne Miss D. MuffettSydney Mr. WhiteLondon Miss ShillingLondon Mr. K. HaslingerVienna	9 Mr. L. BradleyCardiff Mr. D. HelderBruxelles Mr. J. SalomonParis Mrs. P. LaideheurParis Mr. L. SantosParis Mr. H. KarpowskiBerlin Miss T. BertinPadua	15 Mr. P. CaudronBruxelles Mr. L. VaudoisParis Miss L. SchneiderBasel Mr. S. TsudaDarjeen Mr. E. MannucciTurin Mr. JecksonLondon Mr. G. FisherGlasgow	20 J. KasparikCzecho-slovakia Miss G. YoungLiverpool Miss J. McCheyneGlasgow Miss EllisLiverpool Miss A. BirdLiverpool Miss J. RoselleVienna	26 Mr. MaynardLondon Miss E. AllenCardiff Mrs. J. DeporterLille Mr. H. LancelotParis Mr. J. S. VicenteBilbao Mr. L. T. DellaRome Mr. R. HarrisSydney Mr. T. WrenWellington Mr. JonesLondon Mr. C. J. BrownLondon Mr. BainLeeds
5 Miss J. VelingAmsterdam Mr. G. PostanceLondon Mr. R. LegrandParis Mrs. L. Soullignac, Bordeaux Miss A. NadalBarcelona Miss M. M. de Zurbitu, Bilbao Miss B. CurrieSydney Mr. Frank DeaneSydney Miss RobertsonCardiff Mr. JonesCardiff	10 Mr. E. Schellhorn, Home Office Mr. M. F. Jordan, Jugoslavia Miss N. ScottGlasgow Mr. U. PetriFlorence Mr. F. GamboaRosario Mr. R. BoltonLondon Mr. ForderLondon Mr. SherryManchester Mr. F. G. BrittonLeeds	16 Mrs. P. HuygheLille Mr. C. AdamMelbourne Mr. HawardLondon Miss HindleLondon Miss J. TaggartGlasgow Miss SlaterBirmingham	21 Miss L. Salzberger, Home Office G. KarpatiBudapest Mr. H. BereParis Mr. V. de SemoTurin Miss P. McGrathSydney Miss E. Grieben, Buenos Aires Mrs. CarrLondon Miss FreemanLondon Miss I. PorterGlasgow Miss G. RobinsonLeeds L. McConkeyCardiff Mr. M. ThorneMelbourne	27 Mr. A. DeaneHome Office Mr. C. KleinAmsterdam Miss WhittonLondon Mr. R. R. SmithCardiff Miss N. NisbetLiverpool Mr. L. MontagetBarcelona Mr. D. D. Atteley, Singapore Tiang Lim Seow, Singapore Mr. ChallenorNewcastle
6 L. SilbersteinWarsaw Miss P. AudigerParis Mr. W. HornerParis Miss E. B. VillarValencia Miss C. G. Huguet, Valencia Miss G. LehmannBerlin Miss L. Lonsdale, Melbourne Miss S. SheehanLaunceston	11 Mr. F. ThomsenBrisbane Miss R. MillikenLiverpool Mr. R. HoriguchiTokyo Miss O. MartinsLisbon Miss C. G. RankinSydney Mr. O. GiustiSao Paulo Mr. SealLondon Miss CoxLondon Mr. McCarthyLondon	17 Mr. D. Greenwald, Home Office Mr. L. FlynnHome Office B. SebokBudapest Mr. J. QuennepoixLille Mr. T. SsudaOsaka Mr. F. R. Miranda, Bilbao Miss M. Heydrich, Dusseldorf Miss L. BellSydney	22 Mrs. E. Skeel-Gerhardt, Copenhagen Mr. R. RoffinParis Mr. J. LeviavandParis Mr. J. AubertParis Mr. J. TaylorSydney Miss VarleyLondon Miss A. MallonGlasgow	28 Miss RutleyLondon Mr. C. BrandicourtParis Mr. L. DudoutParis Mrs. G. RousseauxParis Mr. O. A. Mangin, Wellington Mr. J. RalphPerth J. RodriguezGuatemala Miss A. EvansGlasgow Mr. MartinManchester Miss E. VanshaikLiverpool Mr. RetbergNewcastle

DEZE MAAND HULDIGEN WIJ ADOLPH ZUKOR

Vele lange, opwindende jaren liggen achter ons—jaren waarin wij het oogenblik zagen naderen om den man te eeren, die ons Paramount gaf: Adolph Zukor. Dientgevolge is deze editie van het Paramount International News, die toevallig samenvalt met zijn vijf en twintigste jaar in het filmbedrijf, met eerbied en liefde opgedragen aan den achteenswaardigen Heer wiens voorletters het geheele alphabet in beslag nemen.

In deze Januari maand wordt Adolph Zukor overal in de wereld gehuldigd, niet alleen door Paramounters en bestuurders van andere film maatschappijen, doch ook door onze nationale leiders, want het was de wijsheid, visie en vooruit ziende blik van den Heer Zukor, die de wereld haar universeelste vorm van vermaak schonk.

En het past in het plan van een zeer gunstig gezind noodlot, deze huldiging te doen plaats vinden op een tijdstip van glorie en roem zijner aanvankelijke kleine, maar thans reusachtige onderneming, die de wereld de mooiste en onderhoudendste films heeft gebracht in haar lange succes-carrière. Niet alleen hebben wij de "Champagne Wals" als de kern van de Zukor-hulde, maar eveneens "The Plainsman" (een opwindende film waarvan U zult genieten), "Maid of Salem" en "Souls at Sea." Ons succes is dus niet alleen een phrase: het is werkelijkheid geworden in ons product. De verwezenlijking van Adolph Zukor's droom.

Nu nog maar vijf en twintig jaartjes, dan vieren we Paramount's Gouden Jubileum.

DIESEN MONAT EHREN WIR ADOLPH ZUKOR

Seit langen Jahren haben wir auf eine Gelegenheit gewartet um den Gründer von Paramount—Adolph Zukor—zu ehren. Mit der Januar-Ausgabe der Internationalen Paramount Nachrichten bietet sich uns endlich diese Gelegenheit, noch dazu als diese Ausgabe mit der Feier seines fünfundzwanzigjährigen Jubiläums in der Filmindustrie zusammenfällt.

In diesem Monat wird Adolph Zukor in der ganzen Welt geehrt: nicht nur von allen Paramountlern und den Führern der anderen Filmgesellschaften, sondern auch von Politikern, die das Schicksal von Völkern leiten. Denn Adolph Zukors Weitblick, Weisheit und Ideale gaben der Welt eine Form von Unterhaltung, die bei Jung und Alt aller Nationen Anklang findet.

Der Zufall will es, dass diese Feier in eine Zeit fällt, während der Paramount—gegründet von Adolph Zukor und durch seine Arbeit zu so grossartigem Erfolge gebracht—der Welt die bedeutendsten Filme in immer verbesserter und verfeinerter Form bringt. Wir haben nicht nur den "Champagnerwalzer," Schlüsselstück für alle Adolph Zukor Feiern, sondern auch "The Plainsman" (der überall grosse Begeisterung auslösen wird), "Maid of Salem" und "Souls at Sea." Unser Erfolg ist daher nicht nur ein Symbol sondern eine Tatsache: Die Verwirklichung von Adolph Zukor's Traum.

Und nun beginnen wir Paramounts zweite Fünfundzwanzig Jahre und gehen dem Goldenen Jubiläum entgegen.



A. Z. THANKS THE FOREIGN DEPARTMENT SPONSOR

It was a matter of great gratification to Mr. Zukor that Miss Gladys Swarthout was chosen as the Foreign Department's sponsor in the world-wide celebration of the Silver Jubilee. The founder of Paramount sees in "Champagne Waltz" a symbol of his lifelong desire to make a continuity of motion pictures of definitely established world-wide appeal. Miss Swarthout, as star of that picture (with Fred MacMurray), therefore becomes a living manifestation of that symbol, and with the sponsorship of the Foreign Department in her charming care Mr. Zukor has every reason to be happy.

Miss Swarthout is shown here being thanked by Mr. Zukor for her thorough appreciation of Paramount's interest. Frank Chapman, husband of the star, is an interested onlooker.

DENNA MANAD ÄR TILL ADOLPH ZUKORS ARA!

Vi ha väntat på detta tillfälle för många händelserika år—detta tillfälle att ära den man, som gav oss Paramount, Adolph Zukor. Därför dedikera vi detta månadshäfte av Paramounts Internationella Nyheter, detta häfte, som utkommer på samma gång som han har varit i filmens tjänst för Tjugofem år, innerligt och som det höves till denna verkligt fina och oerhörd avhållna gentleman, vars initialer börja och sluta alfabetet.

Denna månad kommer Adolph Zukor att bli ärad i alla världsdelar. Många ärebetygslscr komma att givas honom, inte bara av Paramountärer, och av de olika cheferna i de andra filmbolagen, utan också av de stora ledarna, vars klokhet leda de stora nationernas öden. Ty det var tack vare visdom, fantasi och en syn på framtiden hos denna Adolph Zukor, som gav världen dess mest omtyckta underhållning.

På samma gång är det tack vare ett underligt öde, som denna högtid kommer att firas på den tid som det bolar, som börjades av Mr. Zukor, och som har vuxit till så ansefulla höjder, giver världen dess mest magnifika film—av alla de stora filmer det givit. Det är dock inte endast "Champagne Waltz," som är verkligen den vackraste film som kan hedra Adolph Zukor, vi ha också på vår lista "The Plainsman," (som ovillkorligen kommer att behaga er), "The Maid of Salem" och "Souls at Sea." Vår stora success är inte endast en symbol, den är en verklighet. Adolph Zukors dröm har blivit verklighet.

Och nu är det endast tjugofem år till till vårt guldbryllöp.

EN ESTE MES ES NUESTRO HOMENAJE AL SR. ZUKOR

Durante largos y emocionantes años habíamos estado aguardando el momento que nos depararía esta ocasión de rendir homenaje a don Adolph Zukor, el hombre a quien le debemos la Paramount. El presente número de enero de la PARAMOUNT INTERNATIONAL NEWS, la publicación del cual coincide con el mes en que el señor Zukor completa veinticinco años de vida cinematográfica, va tan justificada cuanto afectuosamente dedicado al meritorio caballero entre cuyas iniciales queda comprendido todo el alfabeto.

En todas partes del mundo honran a don Adolph Zukor en este mes. No son solamente los paramountistas y los jefes de todas las editorias cinematográficas quienes toman parte en este homenaje, sino sujetos a quienes su talento hace guías de sus naciones. Es que al buen sentido, a la amplitud de criterio, a la visión certera de don Adolph Zukor, a les debe el mundo el espectáculo que cuenta hoy en día con más universal aplauso.

Debe considerarse parte de los designios de un hado benévolo que esta celebración ocurra en días en que la Editora a la que el señor Zukor dió comienzo, y que ha ido desarrollándose hasta adquirir importancia mundial, está ofreciéndole al público las películas más notables de su triunfal carrera. No solamente tenemos a "Champagne Waltz," que será el film principal en los festejos a don Adolph Zukor, sino "El llanero" ("The Plainsman"), que los entusiasmará a ustedes; "La Doncella de Salem" ("Maid of Salem") y "Almas en el mar" ("Souls At Sea"). Así pues, nuestro triunfo no es meramente un símbolo: es una realidad. La realización del sueño de don Adolph Zukor.

O MEZ DE HOMENAGEM A MR. ADOLPH ZUKOR

Por tantos annos de enthusiasmo e de trabalho estivemos á espera deste momento, que nos desse a grata oportunidade de prestar a justa homenagem a Mr. Adolph Zukor, o homem que nos deu a Paramount, que por ella tem vivido e lutado. Por isso folgamos que a nossa edição de Janeiro venha coincidir com o vigesimo-quinto anniversario da entrada de Mr. Zukor para as actividades cinematographicas, tornando-se assim o credor da nossa sympathia e do reconhecimento nosso e de todo o mundo.

É um anniversario de alta significação para todos nós, porque nos dá ensejo de homenagear Mr. Zukor, cuja victoria festejamos. Mas não serão só os nossos tributos que Mr. Zukor receberá em Janeiro: elle será tambem homenageado pelos gerentes e representantes das outras companhias de cinema, espalhadas pelo mundo, assim como por pessoas de alto destaque na politica e na sociedade, as quaes reconhecem no nosso anniversariante um dos maiores percursores do cinema como entretenimento universal.

Muito folgamos tambem que para essa comemoração tenha o nosso estudio preparado um filme do porte de "Champagne Waltz," tão adequado ao sentimento festivo que nos envolve e que pelo seu enredo tanto representa como entretenimento internacional. Mas, além desse primoroso trabalho temos tambem "The Plainsman," que a todos ha de agradar, como ainda "Maid of Salem" e "Souls at Sea," duas obras que são uma viva homenagem ao tino e proficiencia de Mr. Zukor, hoje a cargo da fiscalização de produção. Portanto, ao receber as nossas homenagens, Mr. Zukor recebe tambem, na magnifica produção que essas homenagens typifica, a certeza de que o seu sonho floriu e deu frutos.

Eia, á festa! Daqui a outros vinte e cinco annos a Paramount estará comemorando a sua data dourada... meio seculo de existencia!

(Continued from Page 14)

tografica, ma anche dai capi nazionali, da statisti, le cui menti guidano i destini delle Nazioni. Infatti sono state la saggezza, la visione e la previdenza di Adolph Zukor, che hanno dato al mondo il trattenimento, che ha il piu' vivo richiamo in tutto il mondo.

Ed e' degna caratteristica di un benevolente destino che questa celebrazione avvenga proprio quando la Compagnia, che fu creata da Mr. Zukor e che si e' innalzata a tali altezze di importanza internazionale, sta dando al mondo la piu' grande produzione cinematografica della sua carriera, che e' tutta caratterizzata da successi. Non solo abbiamo "Valzer dello Champagne" (Champagne Waltz), che e' la cinematografia principale delle celebrazioni in onore di Adolph Zukor, ma abbiamo anche "L'Uomo della Pianura" (The Plainsman), che certamente vi destera' profonde emozioni, "La fanciulla di Salem" (The Maid of Salem) ed "Anime sul mare" (Souls at Sea). Percio' il nostro successo non e' solo un simbolo: e' una realta'. La realizzazione del sogno di Adolph Zukor.

E fra altri venticinque anni celebreremo il Giubileo d'Oro della Paramount.

Y ahora, preparémonos a celebrar dentro de otros veinticinco años las bodas de oro de la Paramount.

ADOLPH ZUKOR'S GIFT
to the Picturegoers of the world

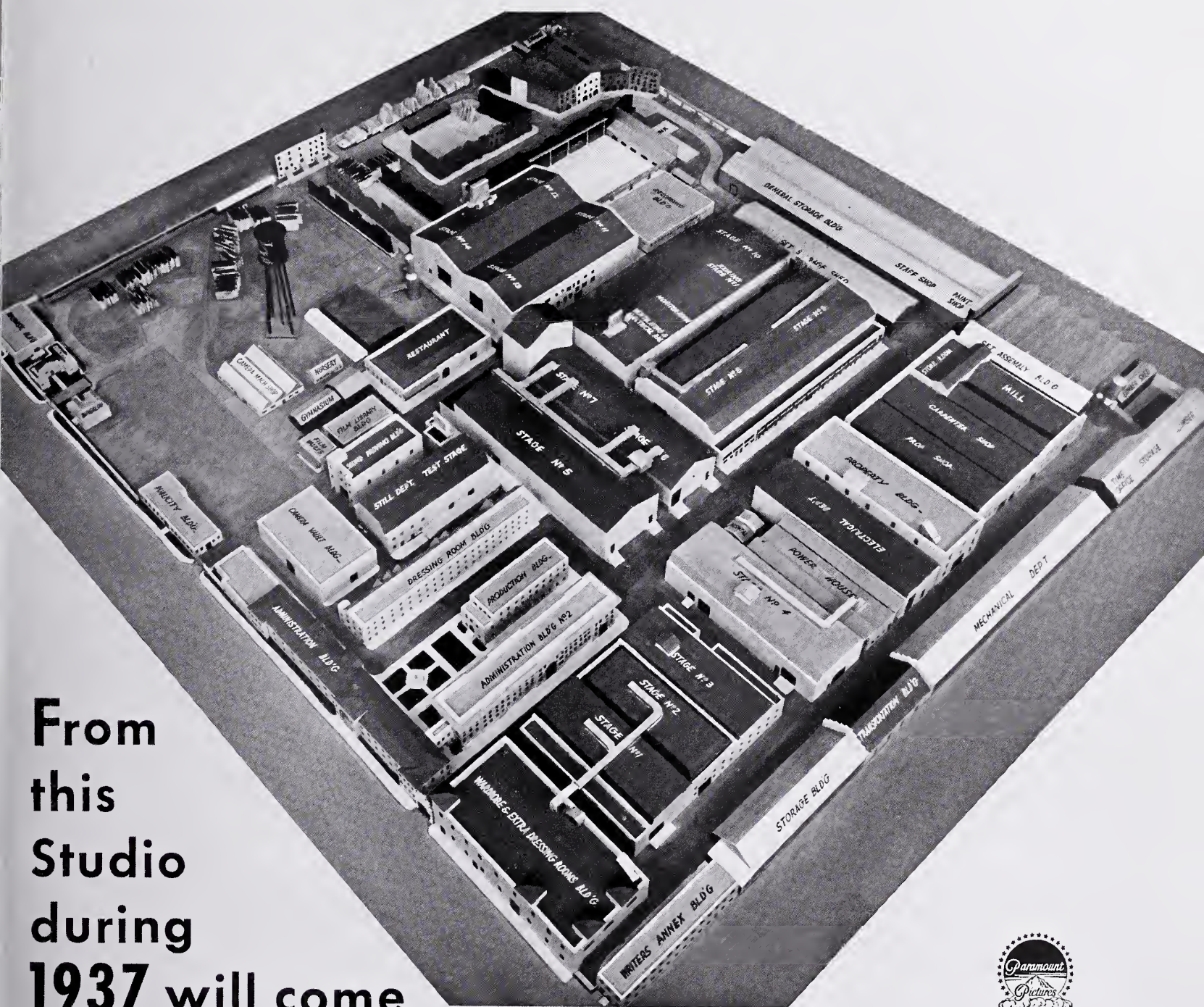


● for 25 years he has kept it the
Supreme Symbol of Showmanship

Paramount's **INTERNATIONAL NEWS**

FEBRUARY 1, 1937

VOLUME 4, NO. 2



From
this
Studio
during
1937 will come

**THE GREATEST PARAMOUNT
PICTURES OF ALL TIME** (see page 4)

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane

Vol. 4

February, 1937

No. 2

PERFORMANCE

Across the page is found announcement of the Foreign Department's desire and determination to transform Nineteen Thirty-seven into the finest year of accomplishment that Paramount has ever known. But that endeavor cannot be embarked upon before there is expressed here and now the delight of the Company's executives at the sterling performance registered by the Foreign Department during the concluding half of 1936. A great contest was staged, a great fight was waged, and the elements of success and accomplishment registered during that half year represent one concrete reason why Paramount has been enabled to embark on so ambitious a programme of production during this year. Mr. John W. Hicks Jr., wants it to be conveyed most sincerely to every Legionnaire throughout the world that the top executives of Paramount are deeply grateful for the fine performances everywhere registered, mindful as they always are of the many and varied circumstances under which this Paramount work is carried out.

JOHN E. KENNEBECK

Sincere is the belief that our organization has never beholden a finer manifestation of the Paramount Spirit than that expressed every minute of every day by John E. Kennebeck.

He moulded his life so that his duty to his company never faltered; yet so great was his conception of living that he was just as faultlessly a family man as he was an organization man. All the finest threads of life were woven by him into a pattern which many envied, many more admired, yet few were able to copy.

Death, most inscrutable of all task-masters, took "Kenny" from our midst in Sydney, Australia as January 23rd dawned. The world has lost a splendid citizen, his widow mourns a devoted mate, his children are bereft of a matchless father, Paramount has lost a loyal servant of inestimable value, and I have lost a dear and eternally kind friend and co-worker.

—John W. Hicks, Jr.

RECORD

The month of January produced more both-feet-on-the-ground enthusiasm and faith in the future of our Company than any other month within memory. And nothing more significantly signalizes this than the editorial which appeared in the form of a straight, matter-of-fact message on the front cover of the January 20th issue of "Paramount Sales News," stating: "The opening week of the Silver Jubilee Drive was the biggest in film-rental dollar volume since Paramount Week, 1930. Moreover, it was only slightly under the biggest week in the entire history of Paramount. A great beginning, indeed, but ONLY the beginning!"

HOMAGE

No words of ours can truly or adequately express the magnificent homage paid Mr. Zukor by the whole world on the occasion of the Silver Jubilee celebration of Paramount's founder. The world has made known its affection for this great and fine gentleman by its endorsement in the Book of Autographs of international celebrities, by its two representative banquets in Hollywood, and by the memorable Washington function which is to be found reported elsewhere in this issue. These occasions, plus the inspired manner in which Paramounteers the world over are saluting Mr. Zukor by organization achievements of unparalleled worth, are eloquent tributes in themselves of the high affection held the world over for the Man Who Knows the Amusement Business from A. to Z.

STAR-POWER

Every once in a while there springs up in the mind of some loyal Paramounteer, somewhere around the world, the belief that Paramount is not all powerful in star power. So to disabuse all minds on this particular point we want to reprint a paragraph which appeared in a recent studio story, given out for general publication. The story dealt with activities going on in the Paramount studio, and merely in the course of good reporting happened to say the following about the stars and players who happen to be at work right now on Paramount productions: "There are twenty-two important productions at work in the Paramount Studio right now, either before the cameras or in the final stages prior to shooting, and these involve such stars and leading players as Marlene Dietrich, Claudette Colbert, Gary Cooper, Bing Crosby, Fred MacMurray, Carole Lombard, George Raft, Frances Farmer, Herbert Marshall, Gladys Swarthout, Harold Lloyd, Irene Dunne, Randolph Scott, Shirley Ross, Mae West, Jack Benny and Sir Guy Standing." There's star-power for you!

CONTEST OF 1936 CLOSED THRILLINGLY

Mexico Is Winning Country. John Day Division Winner

The Countries finished up with 4 over quota, Mexico rompingly in the lead. Italy made a magnificent spurt from 11th to 5th, finishing up the tiniest fraction beneath the coveted mark. France was another grand spurter, advancing to 9th from 14th. Mr. Aboaf's grand leadership took his division to Third from Seventh. The following are the actual placements:

BY DIVISIONS

This Month		Last Month
1.	Day*	1.
2.	Australasia*	2.
3.	Aboaf	7.
4.	Graham	4.
5.	Pratchett	3.
6.	Klarsfeld	8.
7.	Ballance	5.
8.	Cochrane	9.
9.	Nathan	6.
10.	Schaefer	11.
11.	Del Villar	10.
12.	York	12.
13.	Groves	13.

BY COUNTRIES

This Month		Last Month
1.	Mexico*	1.
2.	Panama*	3.
3.	Brazil*	2.
4.	Australia*	4.
5.	Italy	11.
6.	Holland	9.
7.	Great Britain	5.
8.	Japan	6.
9.	France	14.
10.	India	7.
11.	Chile	10.
12.	Germany	13.
13.	Puerto Rico	15.
14.	Norway	16.
15.	Jugo Slavia	18.
16.	Argentina	8.
17.	Czecho Slovakia	23.
18.	Roumania	19.
19.	Denmark	12.
20.	Cuba	17.
21.	Sweden	26.
22.	Philippines	22.
23.	Austria	20.
24.	China	25.
25.	Uruguay	21.
26.	Peru	24.
27.	Straits Settlements	27.
28.	Hungary	30.
29.	Guatemala	28.
30.	Poland	29.
31.	Finland	32.
32.	Colombia	31.



THE BIG [\$10,000] BROADCASTASH OF 1937

Greatest Contest of All Time Brings Rich Rewards for Indefatigable Paramounteers. New Division of Year Completely Equitable for All Nations. Every Legionnaire Enabled to Participate Handsomely in Wide Variety of Prizes

The new era of greatness and expansion in which Paramount is engaged finds magnificent expression in the details of the most heartening Contest that the Foreign Legion has ever heard reveille sounded on. It's a call to action with a vengeance: action that is exemplified by the finest and most salable array of film product ever promised and ready for delivery, action exemplified by a rejuvenated Legion made younger by the Company's new prosperity and by the not-too-distant rewards that the future has to offer in return for consistent valiant efforts. It's to be a great Contest, alright—and when 1937 will have passed into the chapter of memory, we'll wager that none will be found to say that it was not the greatest year in all of Paramount's Foreign Legion's history.

It is to be a Contest built structurally upon the lessons learned in past contests. It will be for a longer period than customary, thus taking care of all climatic changes. Everybody will have a full year of performance as his exhibit of achievement. There will be more, and more diversified, prizes, so that everybody everywhere in the field forces of the Foreign Legion will have an opportunity of participating. And perhaps most importantly of all, ammunition in the shape of film productions will be more powerful, more compelling than ever before. We're embarking on a contest fortified with the most internationally attractive array of motion pictures that any year of Paramount's history has given us.

Although the Contest will be for a full year, there will be a prize-participating pause at the end of the first six months. As of June 30th, the manager of the *country* in the leading position (we will have separate tabulations of Divisions and Countries, as has been customary), will receive a cash prize of \$500. The manager of the Second Country will receive \$300. The manager of the Third Country will receive \$200.

There will be divisions of prizes even beyond this, at the end of the first six months. Within each of these first, second and third countries, the winning branch manager will receive \$300; winning branch manager in the second country will get \$200; and winning branch manager in the third

country will get \$100. Thus in countries possessing several branches, the manager of the territory and one of his branch managers would be enabled to participate in each of the first, second and third prize-winning brackets at the end of the first six months. In those countries with only one branch office, the branch manager and his sales manager, or assistant manager will become the prize-winning participants at the end of six months.

With respect to the main Year-long Contest, we will have the same prize-bestowing structure as our previous two contests. Divisional Standings will be the guide for winner determination.

The Divisional Manager of the Winning Division will receive \$750 in cash. Divisional Manager of the Second Division will receive \$500 in cash. Division Manager of the Third Division will receive \$350 in cash.

Entire staff of the Winning Branch within the Winning Division will receive 3 weeks' salary. Entire staff of the Winning Branch of the Second Division will receive 2 weeks' salary. Entire staff of Winning Branch within the Third Division will receive 1 week's salary.

By all odds this is the fairest, finest and fastest sales contest our world-girdling organization has ever staged. We cannot help repeating that with it goes the most irresistible barrage of film ammunition our studios have ever handed out. And for your part we know that the contest itself is fortified with the most voracious appetite for achievement that we have ever seen displayed in so grand a task as this contest will prove to be.

First achievement results will appear in bannered fashion in the next issue.

What is more, we hope to engender this time a revival of that old spirit of Divisional 'rivalry' which was so importantly a part of the contests of long ago. We'd like, for this Jubilee Year, to go back to an atmosphere of trans-ocean challenges, inter-division rivalries—all of the breath and broth of a true world-wide contest. Come on, you Cochranes, Pratchetts, Yorks and other friendly belligerents—let's see your fists!

VITAL STATISTICS OF THE CONTEST

Duration

The entire year of 1937!

Breather

Winning Countries will be honored at end of first 6 months. Manager of leading **country** will receive \$500; Manager of country in 2nd place, \$300; Manager of country in 3rd place, \$200.

Additionally

There will also be special prizes for branch managers within winning countries at the end of first 6 months. These are detailed in adjoining columns.

Grand Prizes

At the end of the full year the Divisional Manager of Winning Division will receive \$750. Div. Mgr. of 2nd Division, \$500; and the 3rd prize will be \$350. Entire staff of leading branch within Winning Division will receive 3 weeks' salary; all employees of leading branch in Division finishing Second, two weeks' salary; entire staff of leading branch in Division finishing Third, one full week's salary.

Grand Total

Involved in this major Contest is the sum of \$10,000—the largest amount ever offered in connection with a Foreign Department Contest.

HAPPY DAYS ARE HERE AGAIN—May the Sun Never Set on them!



PARAMOUNT'S SEA SAGA SUPREME. Here's our word that "Souls At Sea" is the greatest maritime movie of all time. Action, spectacle, excitement, and above all, romance—these are its concomitants. One of the scenes above shows the four Paramount principals of the cast—Gary Cooper, George Raft, Frances Dee and Olympe Bradna. Henry Hathaway ("Bengal Lancer" Hathaway) has directed the film, and has done an amazingly fine job.

FROM THE PARAMOUNT STUDIO WILL COME THE GREATEST FILM PRODUCTIONS OF 1937—OR ANY OTHER YEAR

Actual Survey of Product While Shooting, and in Rough Assembly, Offered as Proof of Vital Statement

Recently several Legionnaires were guested by the Studio as part of the celebration of Mr. Zukor's Silver Jubilee. They were shown pictures actually in production and also the rough assemblies of several other films on which camera work has been completed. The Legionnaires Included Messrs. John W. Hicks, Jr., John Cecil Graham and George Weltner. What they saw was evidence beyond all question that Paramount is showing the rest of the industry its heels by the very simple process of producing the greatest array of film entertainment since feature pictures began.

"Souls At Sea" is practically completed. It was shown the visitors in what is known technically as a 'rough cut,' minus music and many sound effects, and with the dramatic climaxes not completely pointed up. Yet despite these facts there thundered from the screen the unmistakable fact that here is the greatest sea picture of them all, a film so mighty that at last the word 'epic' is going to the discard as being unequal to the task of adequate description. Gary Cooper, George Raft, Frances Dee, Henry Wilcoxon, Olympe Bradna and others are magnificent in their roles: the action, actually filmed at sea, is breathtakingly thrilling; Henry Hathaway's direction has begun at the zenith of "Bengal Lancer," and soared from that point. In short, a picture to send the pulses surging and write new screen entertainment history.

"High, Wide and Handsome" is a towering romantic musical, of the type that Paramounteers the world over have been clamoring for so long. It has a radiant love theme, tremendous sweep of action, the super-skilled direction of Rouben Mamoulian, and a cast headed by Irene Dunne, Randolph Scott, Akim Tamiroff, Dorothy Lamour and Charles Bickford; and it has the greatest music Jerome Kern ever wrote. We have shouted our heads off for a great female singing star: we have her in Irene Dunne, now elevated to one of the ranking positions in the screen firmament. "High, Wide and Handsome" will definitely emerge as one of the top musical productions of this or any other year.

"Maid Of Salem" is drama of a new order—romantic drama covering an amazing period in history—and it affords Claudette Colbert and Fred MacMurray their two finest opportunities to date for proving their matchless artistry. "Maid Of Salem" has the priceless quality of having been produced by Frank Lloyd, recognized as maker of many of the

world's finest successes: it is big in theme and conception, and has a spectacular quality matched by but few pictures in all Paramount history.

What a parade of hits! There are also "Swing High, Swing Low," an entrancing musical romance starring Carole Lombard and Fred MacMurray, in which both performers do sterling work, aided and abetted by Charles Butterworth and Dorothy Lamour; "Waikiki Wedding," a glamorous comedy drama of Hawaii, with more singing than you could shake a baton at by Bing Crosby and Shirley Ross (Shirley's surely going to be one of our great bets!); "Internes Can't Take Money," a dynamic drama about the outside workings of a great hospital, with Barbara Stanwyck and Joel McCrea giving performances which leave indelible impressions of greatness.

All of the foregoing are not pipedreams—not plans on paper—but actual celluloid certifications of coming greatness. These films have been seen—and you'll be seeing them mighty soon now.

They are but the vanguard of a magnificent array of productions which will include Cecil B. deMille's production, "Buccaneer," with a startling cast; Marlene Dietrich in "Angel," with Herbert Marshall and Melvyn Douglas, directed by Ernst Lubitsch; "I, James Lewis," starring Claudette Colbert, to be produced and directed by Frank Lloyd; "Spawn of the North" in Technicolor, starring Carole Lombard and directed by Henry Hathaway; "Beau Geste" in Technicolor with a magnificent cast; "The Big Broadcast of 1938," with stars to match; "Madame Butterfly," with Gladys Swarthout; "What Ho!" starring Gary Cooper; another Marlene Dietrich picture; a production starring Harold Lloyd—and more than a score of other towering productions.

How do you like your Paramount Studio now?



"It will be Paramount's best programme! Star-wise and production-wise."

"At least one outstanding picture every week of the year."

"Best Foreign Department array in history! More big films than ever!"

"Dietrich, Cooper, Lloyd, deMille and our twenty other great stars!"

"Now do you believe the Paramount studio means business?"

A. Z. RADIANT AS HE ANNOUNCES PARAMOUNT'S GREATEST PRODUCT

These five candid camera shots of Paramount's founder and present Chairman of the Board of Directors in charge of production, reveal Mr. Zukor in the grand mood he was in as he announced the most magnificent array of film entertainment that Paramount, or any other company, has ever given to the world. It was of Mr. Zukor in this mood that Red Kann wrote editorially in *The Motion Picture Daily* of January 21:

"The Zukor of old is around. In from Hollywood where, for eight months, production has been his job with Paramount, the Adolph of another and earlier day made his appearance at an informal Astor press luncheon yesterday looking better, feeling better and reflecting more vigor in his carriage and in his views than we

have seen in him for some time. Since the days when his company, which is also his life-long work, furrowed the ground and ran into the bankruptcy courts. Good news, we view it, for Paramount, for the industry and for the legion of friends and admirers to which this aggressive survivor of a thousand celluloid crises can lay claim without dispute."

That's the man in the pictures above—and also in the moving, magnificent, money-making pictures he has made in the past eight months, as well as those for which he laid the foundations. There's no mistaking his master's touch: the world still knows him as the greatest and most successful showman of them all.

CABLES TELL HOW LONDON PAID MAGNIFICENT TRIBUTE TO PARAMOUNT'S ADOLPH ZUKOR

TODAYS SILVER JUBILEE LUNCHEON IN HONOUR OF ADOLPH ZUKOR A HUGE AND REMARKABLE SUCCESS STOP MORE THAN TWO HUNDRED GUESTS REPRESENTING EXHIBITING RENTING AND PRODUCTION INTERESTS LAY AND TRADE PRESS AND VETERAN EXHIBITORS ACCORDED ZUKOR MAGNIFICENT OVATION STOP IN SPEECHES AND TOASTS HIS WORK AS LEADING FILM PIONEER ENTHUSIASTICALLY ACKNOWLEDGED BY ALL SECTIONS OF THE INDUSTRY STOP OCCASION WILL LIVE LONG IN THE MEMORY OF ALL PRESENT AS SPONTANEOUS TRIBUTE TO A GREAT LEADER.

This is the text of a cable received by Mr. John Cecil Graham in New York from Montague Goldman. Its eloquent text conveys the following powerful picture, rounded out by cables received through other channels:

At the head table were Sir William Jury; Col. A. C. Bromhead, one of the founders of G. B.; Sam Eckman, managing director of M-G-M; John Maxwell, managing director of B.I.P.; Herbert Wilcox of Herbert Wilcox Prod.; Bebe Daniels, and a large number of veterans.

Other well-known men present were Sidney L. Bernstein, managing director of Bernstein Theatres and Denham London Cinemas, Ltd.; Capt. Richard Norton, director of British & Dominions; Sir Albert Clavering, Clavering & Rose; Phil Hyams; Arthur W. Jarratt, director of Provincial Cinematograph Theatres and booking controller for G. B.

The luncheon was an exceptional exhibition of showmanship by Earl St. John. "Queen Elizabeth" was screened during the lunch, and afterwards the walls of the room sank, disclosing a tableau of Paramount's trade mark, with Zukor's photograph surrounded by living figures dressed to typify past big feature successes—"The Sheik," "The Covered Wagon" and others. The climax was the raising of a living nude typifying "Champagne Waltz," which was shown at the Carlton after the lunch.

GREATEST ONE DAY'S ATTENDANCE IN HISTORY OF PARAMOUNT THEATRE, NEW YORK CITY

On Wednesday, January 13th, a total of 22,985 persons paid for admission to the Paramount Theatre, New York City, to see Cecil B. deMille's Paramount production, "The Plainsman."

This is an all-time high for daily admissions to the theatre since its opening on November 19, 1926.

The picture concluded its first week's business with a total slightly in excess of \$60,000, which is likewise an all-time high for the prevailing prices of admission at the house. It went on to a second and also a third week, and is still there as we go to press.

John E. Kennebeck Passes

On the morning of January 23rd, in Sydney, Australia, death claimed John E. Kennebeck at the age of 39.

Thus was cut short a Paramount career of unsurpassed brilliance. With the Company 17 years, "Kenny," as he was affectionately known to his friends, rose from field exploiteer to managing director of one of the most important divisions within our organization. In Australia he was renowned far and wide for his legion of friends, his dogged and everlasting devotion to his job, his faith in his Church, and his sublime success as a family man. In addition to winning honors within his Company, he had attained the distinction of a Papal Knight-hood, and the eminence of the Presidency of the American Society of Australia.

He has left a widow and two beautiful children. Paramounters the world over mourn with them.



PARIS' CHAMPAGNE TOASTED A. Z. AND "CHAMPAGNE WALTZ"

Here's the Paramount party in Paris on the occasion of Mr. Zukor's birthday anniversary, January 7th. And the toasters are as follows: **STANDING:** Messrs. W. R. Horner, Andre Olsen, C. F. Dixon, Ike Blumenthal, Gus J. Schaefer, Fred W. Lange, Jacques Plunkett, A. Drion. **SEATED:** Frank Farley, P. Choinsard, Andre Uilmann, Henri Klarsfeld and Maurice Poirier.



WORLD PAYS TRIBUTE TO A. Z.

← **AT THE HOLLYWOOD PARTY.** In the large "Two" are Will H. Hays and Mr. Zukor; George Raft being greeted by Messrs. Zukor and Barney Balaban; Rosita Moreno and Harold Lloyd; Will Hays and Cecil B. deMille; Director Frank Lloyd and Mrs. George Archambaud, wife of the Paramount director; and Messrs. John W. Hicks, Jr. and John Cecil Graham with Terry Ramsaye, editor in chief of Quigley Publications (left).

In the large "Five" are, left to right, Messrs. George Weltner, Luigi Luraschi, Frank Meyer, John W. Hicks, Jr., Albert Deane and John Cecil Graham; in the next picture, Ernest Lubitsch and Mrs. Lubitsch; a candid camera snap of Gladys Swarthout, Carole Lombard and Clark Gable; Beulah Bondi and John Howard, Paramount contract players, with Max A. Schlessinger (noted South African theatrical impresario); and in the final picture, Mr. and Mrs. Arthur Hornblow (she is the glamorous Myrna Loy) have studio publicity director Chris Dunphy as their table guest.



MANY FILM LEADERS AT THE SPEAKER'S TABLE

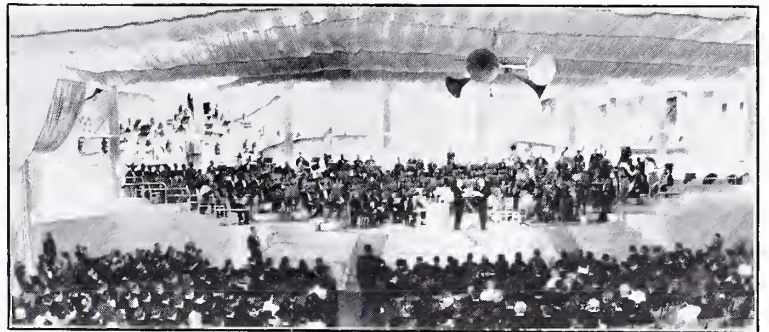
It was, however, a speaker's table at which there were but two speakers. Mr. Will H. Hays, on behalf of the industry, hailed Mr. Zukor's magnificent influence on the film industry in perhaps the best speech the M.P.P.D.A.'s President ever made. Mr. Zukor responded briefly, but with a significance which dampened many listeners' eyes. The execu-

tives seated at the table, left to right, are: Frank C. Walker and E. V. Richard, theatre partners; Cecil B. deMille, John W. Hicks, Jr., Neil Agnew, Mr. Hays, Mr. Zukor, Barney Balaban, William Le Baron, Stanton Griffis and Y. Frank Freeman. John Cecil Graham was next to Mr. Freeman, but was not included in the camera's range.

one in Hollywood followed the inspiring dinner reported last month and was itself the greatest of all of the film centre's personal testimonials. The dinner itself was a magnificently organized event, with the film world's great personalities in respectful attendance. It was followed by a broadcast the like of which has never been seen before in broadcasting, not only for its wealth of talent, but also for the spontaneous spirit which prompted so many great performers to volunteer their services simply for the purpose of honoring a great man.

Several days after the Hollywood function, Mr. Zukor journeyed to Washington. There he was joined by a number of the Home Office executives, and by U. S. Senators, Members of the Congress and also by several members of President Roosevelt's cabinet. Gladys Swarthout, star of "Champagne Waltz" was likewise present. Following the dinner which Washington newspaper correspondents described as one of the finest functions ever given in the Nation's Capital, the Silver Jubilee picture, "Champagne Waltz" was given its premiere.

In every sense the Silver Jubilee tributes to Mr. Zukor have been a magnificent testimonial to our Company's founder, and the records of them will be a golden addition to the Company's archives.



THE ACTUAL SILVER JUBILEE BROADCAST

This scene occurred on the specially erected broadcasting stage of the assembly studio, enlarged and equipped to accommodate the 1250 guests who sat with Mr. Zukor as tribute was paid him by celebrities from all over the world. In the background is the 150 piece orchestra which opened the program with an Hungarian overture, while at the microphone are Jack Benny, left, who was Master of Ceremonies, and Cecil B. de Mille. Seated in the foreground are many of the foremost stars of the screen world, not only Paramount stars, but those of other companies who came to pay homage to Paramount's founder.



GLIMPSES OF WASHINGTON'S OFFICIAL TRIBUTE

The official banquet tendered Mr. Zukor in Washington on the occasion of the launching of the world premiere of "Champagne Waltz" was one of the most glittering affairs ever held in that centre of momentous events. Shown above are a few camera glimpses of personalities and events. At the top, Mr. Zukor is shown with Gladys Swarthout, star of the picture, and His Excellency Ambassador Saito of Japan. Also a scene of the gathered guests. In the lower left-hand corner Messrs. Stanton Griffis, Barney Balaban and Frank C. Walker confer. In the centre picture Mr. John W. Hicks, Jr., is with Marvin C. McIntyre, secretary to President Roosevelt. At the right Mr. and Mrs. Neil F. Agnew are with A. Edward Sutherland, director of "Champagne Waltz."

FLASH JUBILEE NEWS

Wave of pictures showing A. Z. birthday celebrations coming in.....Fine bunch from Mexico City.....Will use them next month.....Montague Goldman cables "Champagne Waltz" big success London and all provincial centres.....John Day cables film a sensation in Brazil.....Benito del Villar reports film inaugurated magnificent new Valparaiso Theatre and was superbly worthy of the house.....A. L. Pratchett cables that film was launched at Mexico City, Tampico, Monterrey and Merida to terrific business, Saturday bettering Friday, and Sunday splintering Saturday's receipts.....And "Champagne Waltz" is but the fore-runner of many magnificent 1937 Paramount films.



Paramount's founder and two lovely ladies—Mr. Zukor at his own birthday party in Hollywood, escorting Mrs. Zukor and the charming star, Gladys Swarthout.

NOTES FROM AUSTRALIA AND NEW ZEALAND

By Reg. Kelly

The Industry in Australia and New Zealand is being swept by a wave of enthusiasm for the Adolph Zukor Anniversary Celebrations. An avalanche of congratulatory messages have been forwarded to Mr. Zukor from practically every well-known showman in Australia and New Zealand. The autographs of the Prime Minister and the Members of his Cabinet were obtained for the special autograph book to be presented to Mr. Zukor. Exhibitors everywhere are entering for the Adolph Zukor Award which is being offered for the best exploitation campaign on any Paramount picture for the week commencing January 22. That week is to be known as the Adolph Zukor Anniversary Week. Present indications are that this bronze plaque will be the most sought after exploitation prize ever offered in the business.

Sixteen theatres in Australia and four in New Zealand will simultaneously release "Champagne Waltz" on January 22 in honor of Mr. Zukor. This is the greatest piece of showmanship and efficient distribution ever handled here.

Last week General Sales Manager W. Hurworth received a parcel of contracts which literally covered his desk. These came in a gigantic parcel from Victoria and Perth. Branch Manager Bert Kelly of Melbourne, and Branch Manager Morrie Foster of Perth, had just returned from a cleaning-up campaign . . . and how they cleaned up!

Stan Craig, General Manager in New Zealand, cables the news that "The General" had a great opening in Auckland. The picture will play a definite two weeks. The business being recorded in Melbourne and Auckland is remarkable for this time of the year.

Cupid has been busy with Paramounters of the Blue Ribbon Bunch. In one week engagements were announced between:—Charles Hale, Sydney Branch Manager, and Miss "Babe" Piper of the Head Office Accounts Dept.; Reg. Felton, New Zealand Publicity Manager, and Miss Grace Rankin, Secretary to Hermann

(Continued in last column)

Paramount Personalities

B. A. PROULX HERE FROM HONGKONG

Home Office has been especially pleased to welcome, for his first visit here, Mr. B. A. Proulx, Paramount manager in Hongkong, China.

Going first to his home in Ottawa, Canada, for the purpose of spending Christmas with his family, Mr. Proulx then came to New York and has since gone to Hollywood to look at the mighty Paramount pictures in production there before sailing back to the Orient.

SUPERB SLOGAN OF "LOS REVOLUCIONARIOS"

General Manager A. L. Pratchett, in his Jubilee Bulletin referred to elsewhere in this issue, announces the 1937 slogan of the Division known as "Los Revolucionarios." It is:

"Let's show A. Z., the man who knows the world's entertainment needs from A to Z, that we know how to sell the entertainment world from A to Z."

MORE TEN-WORD TRIBUTES TO ADOLPH ZUKOR

Nothing is ever done without there being some regrets, somewhere or other. Our particular regret in connection with last month's issue of this magazine was that even while it was in the presses, being rushed for completion in time for distribution throughout most countries in the world, several batches of remarkably fine tributes to Mr. Zukor arrived in New York. These have since been supplemented by other latecomers, and since the last thought in our minds is that these tributes go unsung, we are recording them here for Paramount posterity:

SWEDEN SALUTES THE FATHER AND FOUNDER OF OUR GREAT INSTITUTION. Carl P. York, Stockholm.

HAIL TO ADOLPH ZUKOR, THE BELOVED GENIUS WHO CREATED PARAMOUNT. Erling Eriksen, Oslo.

RESPECTFULLY SALUTING NESTOR OF MOTION PICTURE INDUSTRY, OUR INVALUABLE LEADER.

Harry Hammar, Helsingfors.

SINCEREST CONGRATULATIONS AND BEST WISHES FOR YOUR CONTINUED MERITED SUCCESS.

Ingvald C. Oes, Copenhagen.

THE STAFF OF THE DANISH OFFICE SEND SINCEREST HEARTFELT CONGRATULATIONS.

Harald Frost, Copenhagen.

AM HAPPY IN KNOWLEDGE OF YOUR FIGHTING, LOYAL, UNQUESTIONED LEADERSHIP.

Ben Proulx, Hongkong.

MR. ZUKOR'S INTEGRITY, COURAGE AND INDOMITABLE SPIRIT SYMBOLIZE TRUE LEADERSHIP.

Ben Simmons, Birmingham.

MAY GOOD HEALTH, HAPPINESS AND PROSPERITY BE WITH YOU ALWAYS.

Ike Collins, Newcastle.

(A Scotch toast) "HERE'S TAE US; WHA'S LIKE US; DEIL THE ANE."

Jack Hamson, Glasgow.

ACHIEVEMENT GLORIFIED BY WORLDWIDE SUCCESS. OUR ADMIRATION AND OUR SINCEREST GREETINGS.

D. Gilpin, Manchester.

A LOYAL LEADER, A CREATIVE GENIUS. THESE SPELL — ADOLPH ZUKOR. H. D. Nesbit, Liverpool.

MAY PARAMOUNT ENJOY YOUR GOLDEN GIFTED LEADERSHIP ANOTHER TWENTYFIVE YEARS.

L. Foldes, Batavia, Java.

YOU ARE THE KING OF PICTURES AND MUST NEVER ABDICATE.

J. W. Piper, Tokyo.

(More on Page Ten)

AUSTRALIA (Continued)

E. Flynn, Advertising Manager; John Carroll of the Publicity Dept. and Miss Eileen Allen of the Prince Edward Theatre.

Popeye Clubs are going great guns. Harold Pike, Head Office Exploitation Representative has made a great tie-up with Woolworth's Ltd. for big displays in 30 city stores.

HOUSE ORGAN NOTES

The Paramount publication parade, carrying the news around the world of the greatest success drive in our history, continues to produce the finest array of house organs that this or any other industry has ever seen. This is a judgment of text matter and reflected enthusiasm, not one of artistry in printing.

For instance, the house organs of the Caribbean Division, more dramatically known as "Los Revolucionarios," is a typewritten budget, manufactured in Havana, Cuba, and distributed by airmail to all of the countries comprising the Division. Artistically it would not rank with "Esquire," or "The London Illustrated News," but from the enthusiasm-dispensing standpoint it has no peer north, south, west or east. We have before us the Jubilee Bulletin No. One, wherein we are ourselves scooped on the results of last year's contest (there's treachery somewhere, we're bound!). But Chief Editor of this Bulletin Arthur L. Pratchett—a cigar-smoking editor if there ever was one—can well be proud of his 'scoop,' for the news is but part of the best display of concentrated, mercurial enthusiasm that we have seen in a month of Caribbean moons.

From the tropics the scene goes to Italy, from whence have come copies of the recent issues of "Paramount," the Division's zestful publication. The newest one before us has much space devoted to the Silver Jubilee, as well as to a pledge that Mr. Aboaf's Division would figure magnificently in the running of the contest. As results proved, the Italian Division came along with a terrific spurt, finishing third, and only just out of the over-quota class.

"La Paramount Francaise" continues to be one of the "apples of our editorial eye." It is a symbol to us of the superlative in reconciling the enthusiasm of a bunch of go-getting Paramounters with the mundane limitations of paper and printer's ink. In other words, paper and ink are static things; whereas the flesh and blood enthusiasms of human beings, Paramounters in particular, are live, electric things. Yet Editor Jack Plunkett manages the transference so expertly that his editorial writings result in a publication which is at once vibrant, adequate and forever readable. As for the organization of Henri Klarsfeld which makes such reading possible, there cannot be praise too high for their matchless accomplishments.

Issue Number Three of "Paramount Service" of India demonstrates that what we think to be the best can always be bettered. Issue Number Two was excellent; the newest issue is still better. Editor Lew da Silva is to be congratulated on his editorial work. General Manager Charles Ballance and Bombay Manager Frank V. Kennebeck are likewise to be congratulated on their sales programs which have inspired such editorial reflection.

NEWS FROM THE FILM FACTORY

PRODUCTION NOTES

Charlie Ruggles heads the cast of Paramount's musical comedy romance, "Turn Off the Moon." Others in the cast are Mary Carlisle, Eleanor Whitney, Johnny Downs and Ben Blue.

Leopold Stowkowski, who scored so magnificently in his first film appearance in "The Big Broadcast of 1937," has already been signed for "The Big Broadcast of 1938."

Marlene Dietrich has Herbert Marshall and Melvyn Douglas as her leading men in "Angel." Also in the cast are Edward Everett Horton, Ernest Cossart and Mischa Auer.

Randolph Scott will probably have the second male lead in "Buccaneer," Cecil B. deMille's production. No announcement has been made of the male lead, who will portray the role of Jean Lafitte.

A. Edward Sutherland will direct the forthcoming production of "Artists and Models," which will have Jack Benny as one of the leads.

Sir Guy Standing has signed a new long term contract with Paramount.

Robert Young will be one of Claudette Colbert's leading men in "I Met Him in Paris." He will be the one that is met.

Gladys Swarthout has signed a new long term contract with Paramount. It is expected that her first film under this deal will be in "The Life and Loves of Victor Herbert."

Those in the cast of "Murder Goes to College" are Roscoe Karns, Lynne Overman, Marsha Hunt, Astrid Allwyn, Harvey Stephens and Larry Crabbe.

The picture formerly known as "The Love Trap" has been finally titled "Her Husband Lies." In the cast are Ricardo Cortez, Gail Patrick and Akim Tamiroff.

Frances Farmer and Fred MacMurray have been cast for the leads in "Exclusive." This is the first Paramount picture that Miss Farmer, Paramount contract player, has been cast in since she became famous. Her other appearances since then have all been with other companies.

FILMED ON THE SEA. One thing about Director Henry Hathaway—when he makes a picture he makes it in the correct atmosphere. And "Souls At Sea" is no exception. It's a picture of the sea! It's being made on the sea! Here's photographic proof!



FIRST WORLD REACTIONS TO "CHAMPAGNE WALTZ"

We have gone to press at a time when the audiences of the world are getting their initial glimpses of the musical charm of "Champagne Waltz." Nevertheless there have come to hand some cables very indicative of the world's reaction.

Montague Goldman, general sales manager in Great Britain, said: CHAMPAGNE WALTZ POWERFUL BOX OFFICE ENTERTAINMENT. POSSESSES SPLENDID POPULAR APPEAL. MUSIC AND ENTERTAINMENT UNSURPASSED. AUDIENCES ENTHUSIASTIC AND BUSINESS WELL ABOVE AVERAGE. RECEIVED MARVELOUS PRESS AND HAVE CONFIDENCE WILL BOOK TO SATISFACTORY GROSS.

John Day cabled from Rio de Janeiro: CHAMPAGNE BROKE ALL PREVIOUS RECORDS FIRST

EXECUTIVE STUDIO CHANGES

Paramount has announced reorganization of the talent department in its Hollywood studio.

The talent school has been put under the direction of Oliver Hinsdell, who recently resigned from a similar post in the MGM studio. Ted Lesser, former aide to Adolph Zukor, has been added to the staff of the talent department to discover and develop new material.

Hinsdell and Lesser will work under direction of A. M. Botsford, production assistant to William LeBaron.

Melville Shauer, who has been in charge of the talent department since the resignation of Jack Votion some weeks ago, has resumed as an associate producer.

THREE DAYS RELEASE SAO PAULO UNDER MOST ADVERSE CONDITIONS.

FRANZISKA GAAL IS GOING PLACES

Remember Franziska Gaal? We had a story about her when she arrived here as Mr. Zukor's new continental star. Then she went to Hollywood, to that college of glamour from whence the stars of the world graduate.

Now she's about ready for the world.

The delegates to the recent production conference in Hollywood heard plenty about the New Franziska Gaal.

She'll play the lead in the next Bing Crosby picture.

Cecil B. deMille wants her for the lead in his new production, "Buccaneer."

Every producer raved about her; she's to be a sensation with her first appearance.

The signs are that Paramount has a new star of great brilliance.



Adolph Zukor, as the Big Boss of Paramount Production, is personally on the job all of the time. His cheery personality is as much a part of every Paramount set as the sound booth, or the camera. Here he is with the stars and directors of "Swing High, Swing Low"—Fred MacMurray, Carole Lombard and Mitchell Leisen.

NOS HALLAMOS EN EL AÑO MAGNO DE LA PARAMOUNT

—Juntamente con las bodas de plata de don Adolph Zukor con el cine, festejamos este año algo más: el resurgimiento de la Paramount en circunstancias que le dan preeminencia inexpugnable. Cinco lustros de realizaciones maravillosas forman el ayer de esta Editora, cuyo hoy, por cuanto ofrece películas que cuentan entre las mejores que ha llevado a la pantalla, y que se han filmado, bueno es hacerlo constar así, durante el tiempo en que el señor Zukor ha estado al frente de los estudios de Hollywood, auguran un mañana de triunfo y prosperidad siempre crecientes. En el congreso reunido en Hollywood quedó manifiesto, no tan sólo que contaremos con magníficas películas, sino que todo el personal se halla animado por el auténtico espíritu de la Paramount. Reina hoy en Hollywood armonía mayor que la que ha habido en muchos años, la cual es consecuencia del renovado y vivísimo deseo que en todos alienta de no omitir esfuerzo alguno conducente al perenne triunfo de la Paramount.

—Los señores delegados al congreso hollywoodense vieron en la pantalla muchas de las películas a que arriba se alude. "Almas en el mar" ("Souls At Sea") ostentóse adornada de todas las características que la destinan a ser la mayor y más emocionante película de tema marítimo, y ciertamente la más grandiosa. "Alegre y feliz" ("High, Wide and Handsome") apareció como magnífica película musical de amores, en la cual hace derroche de su voz privilegiada la cantante Irene Dunne. "La danza de la vida" ("Swing High, Swing Low") fué otra gran producción musical, soberbiamente interpretada por Carole Lombard y Fred MacMurray. "Boda en Waikiki" ("Waikiki Wedding") presentó en el poético y romántico escenario de Hawái un espectáculo tal y como se deseaba que filmara la Paramount aprovechando ambiente tan propicio. Noticia tocante a muchas otras grandes películas, ya empezadas o que se empezarán en breve, la hallará el lector en otros lugares de este número.

—Nos complace en extremo ver a México ocupando el puesto de vencedor entre las "naciones" que compitieron en el recién concluido concurso internacional divisionario. Igualmente grato no es ver que don John L. Day haya colocado su división a la cabeza en otra de las categorías del mismo concurso. Ambos triunfos, logrados después de empeñadísima lucha, son muestra de ese ánimo siempre dispuesto para la lid que ha caracterizado a todos los concursos de la indomable Legión de la Paramount.

—A tiempo que estas líneas se lean, los festejos de las bodas de plata de don Adolph Zukor con el cine y los simultáneos estrenos de "Champagne Waltz" serán cosa ya pasada. El próximo mes tendremos el placer y el honor de ser cronistas de acontecimientos tan memorables. A aquellos de nuestros lectores a quienes corresponda enviar informaciones relativas a ello, y que no lo hayan hecho aún, les encarecemos que las remitan a Nueva York sin demora.

EXPLOITATION SIFTINGS FROM OVERSEAS

The business of producing the special-tribute issue to Adolph Zukor last month did not make us the least bit insensible to the fact that a great wave of fine material from overseas kept pouring in.

There was, for example, the capacity-packed exploitation book from Argentina containing stacks and advertising proof of the fine work done on behalf of "The Trail of the Lonesome Pine" by Publicity Director Guillermo Fox and his associates. This book has had extensive circulation throughout Home Office, and has since gone on to Hollywood for the attention of Walter Wanger.

Then there were glowing samples of fine work from Venezuela, executed on behalf of "The General Died At Dawn," and forwarded for our attention by Manager S. E. Pierpoint of Cristobal.

Swinging almost all the way around the globe to India we have found much else from there to be of paramount importance. Frank Kennebeck has sent in from Bombay some powerful half-page newspaper advertisements on "The Texas Rangers," these providing some pretty forceful reasons for the cable last month telling of the widespread success of the film in India and Burma. We have sent these advertisements on to Hollywood where we know they will prove of surpassing interest. Another item from India was the program of the Pathe Cinema, Bombay, for "The General Died At Dawn." Sent by General Manager Charles Ballance, this booklet proved to be one of the most arresting samples of one-color printing (black and white) that we have seen in many moons. It proved to us that imaginative use of black on fine white paper can sometimes accomplish as much as the use of two and even three colors.

QUIGLEY AWARD CONTEST HAS HONORED MORE PARAMOUNTIERS

Recent issues of America's Motion Picture Herald have carried announcements to the effect that Mr. S. Ganguli, general sales manager in Calcutta, India; Rene Lebreton and Andre Agramon, manager and publicity manager, respectively, of the Paramount Theatre, Paris; have been honored by Honorable Mentions in the Quigley Award for December. These facts have been responsible for Paramount securing by far the highest percentage of winnings in the Quigley Award for 1936.

In addition, a couple of Paramount exhibitors—Messrs. J. L. Stiles and Arnold Wheatley, of the Grand Theatre, Perth, Australia—were given Honorable Mentions in the December Award for their campaign on "The Milky Way."

The Quigley Award Contest is going to be an even more spirited affair during 1937. Paramount participation is also expected to be more spirited because we will have for our ammunition the greatest array of Paramount product in history. Let's see if we cannot walk away with several of the major awards.

EXPLOITATION



GRAND EXPLOITATION IN BUDAPEST

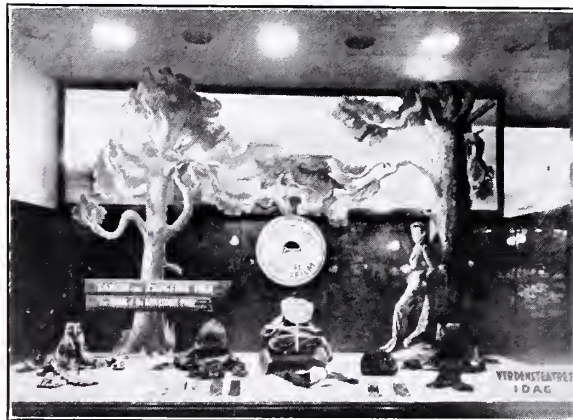
We have received from Manager N. G. Palugyay a splendid piece of evidence of the success of "The Texas Rangers" in Budapest. Here is shown the decorated tramcar which tra-

versed the city's streets day and night in behalf of the Omnia and Capitol Theatres, where the picture played simultaneously.

Mr. Palugyay advised that the picture was held over for a second week in both houses, and was a terrific box-office hit.

SUPERFINE WINDOW DISPLAY IN NORWAY

Manager Erling Eriksen in Oslo secured one of the outstanding windows in the city for a powerful display in behalf of "The Trail of the Lonesome Pine." The picture benefited hugely by the exploitation given it in the city and registered very splendid business throughout the entire country.



MORE TEN-WORD TRIBUTES (Continued from Page 8)

LEEDS OUTPOST PROUDLY SALUTES ADOLPH ZUKOR ON SILVER JUBILEE.

J. Goldman, Leeds, England.

(Irish) SLAIN THE GO SAOGHAIL AGAT. (Translation) GOOD HEALTH AND GOOD LUCK TO YOU.

J. M. Ritchie, Dublin.

INDUSTRY'S PIONEER — PARAMOUNT PROSPERITY — SILVER JUBILEE — CONGRATULATIONS AND CONTINUED SUCCESS.

Charles C. Coles, Cardiff.

OUR LEADER'S LABOUR OVER QUARTER CENTURY CONSOLIDATES PARAMOUNT'S WORLDWIDE TRIUMPH.

J. Corper, Birmingham.

BRITISH PARAMOUNTIERS ARE PROUD TO BE ASSOCIATED IN HONOURING ZUKOR.

Harold Walker, London.

TO A GREAT MAN AND MAGNIFICENT ACHIEVEMENT A DISCIPLE PAYS TRIBUTE.

F. L. C. Thomas, London.

PARAMOUNT BRITISH EMPLOYEES SEND LOYAL GREETINGS TO PARAMOUNT'S RESPECTED CHIEF.

E. Ayres, London.

GREAT AIR SHOW IN JAPAN

Cabling for permission to air-preview much of the music of "The Big Broadcast of 1937," Messrs. Cochrane and Piper put over a program which drew forth scads of press praise from the newspapers of Tokyo, and much delight from millions of Japanese listeners-in. We have been privileged to look at the evidence of the success of this work and are unanimous in proclaiming it an outstanding piece of exploitation. Heartiest congratulations to the Japanese Publicity Department.



MOBILE FORT

General Sales Manager Ganguli of Calcutta has sent us this picture of a splendid piece of exploitation for "The Last Outpost" put over by the Palace Theatre in Nagpur.

ITALY'S GREAT EFFORTS

Next month we'll have a fine barrage of exploitation evidence from Italy, where Americo Aboaf's fighting forces have been doing splendid work. We have some superb samples in from Mr. Sereno of the Publicity Department and will do them justice.

COLOMBIA BROADCAST

Manager Alvaro Reyes put over a fine stroke of sales promotion recently in the form of a mailing broadside which was sent to every exhibitor in the territory. It announced the new product, the great Paramount plans for 1937, and also the Adolph Zukor Week.



Above is another of Norway Manager Erling Eriksen's fine window displays in Oslo on behalf of "The Trail of the Lonesome Pine."

L'ANNÉE TRIOMPHALE DE PARAMOUNT

Cette année nous célébrons même plus que les noces d'argent de M. Zukor, nous célébrons la renaissance de Paramount dans des circonstances qui la placent incontestablement à la tête de l'industrie cinématographique. Il y a derrière nous vingt-cinq années d'accomplissements merveilleux; nous avons en ce moment un bon nombre des plus grands films tournés par notre compagnie, et tournés, notez-bien, depuis que M. Zukor est en charge des studios de Hollywood—et maintenant nous entrons une plus grande période de prospérité et de succès. La convention à Hollywood n'as pas seulement démontré que de plus grands films sont en exécution, mais que le personnel là-bas est complètement imbu de l'esprit de Paramount. Il y a à Hollywood plus d'harmonie aujourd'hui qu'il y en a eu depuis de nombreuses années, et on peut en retracer l'origine dans le fait que partout dans notre Compagnie prévaut l'intense désir de travailler pour le succès constant de Paramount.

De nombreux grands films furent déroulés pour les délégués, le plus émouvant des films de la mer, et certainement le plus important. "High Wide and Handsome" est un magnifique roman musical, avec de nombreux chants glorieusement exécutés par Irene Dunne. "Swing High, Swing Low" est un autre film musical saillant, avec l'enregistrement d'un travail superbe de Carole Lombard et de Fred MacMurray. "Waikiki Wedding" vous donnera avec exactitude un tableau de Hawaï que vous avez toujours espéré que Paramount exécuterait. Nos plans pour les autres films qui sont actuellement en exécution ou qui seront bientôt commencés paraissent dans les autres pages.

A ce moment les célébrations mondiales des Noces d'Argent de M. Zukor, et le lancement simultané de "Champagne Waltz" sont faits accomplis. Le mois prochain, ce sera pour nous un plaisir et un privilège, de noter par écrit les rapports de ces mémorables événements. Si vos rapports n'ont pas encore été envoyés à New York, veuillez en hâter l'expédition. Nous espérons qu'il vous sera agréable entre temps de lire le détail des célébrations qui ont eu lieu à Hollywood au début de janvier.

Pour mémoire: le nouveau film Marlene Dietrich a été mis en oeuvre aux Studios Paramount à Hollywood, le nouveau film Gary Cooper qui doit suivre "Souls At Sea" est en exécution aux Studios Paramount à Hollywood, le nouveau film Harold Lloyd est en exécution aux Studios Paramount à Hollywood, le nouveau film Claudette Colbert est en exécution aux Studios Paramount à Hollywood, le nouveau film Cecil B. De Mille est en exécution aux Studios Paramount à Hollywood, et les nouveaux films dans les quels brilleront Carole Lombard, Fred MacMurray, Franziska Gaal, Bing Crosby et d'autres étoiles, sont en exécution aux Studios Paramount à Hollywood. En conséquence, les Studios Paramount à Hollywood sont plus actifs que jamais à n'importe quel moment de leur histoire.

ESTE É O ANNO MAXIMO DA PARAMOUNT

Celebramos este anno não só o Jubileu de Mr. Adolph Zukor, como também o início de um anno de verdadeiro renascimento para a Paramount, facto que se assignala por circunstancias que nos collocam na indiscutível liderança da industria do filme. É que temos atrás de nós vinte e cinco annos de exitos consecutivos—e para a continuação dos exitos passados temos um novo estendal de fitas de alta magnitude, feitas sob a directa fiscalização de Mr. Zukor, que em Hollywood assumiu ha tempo o commando geral da produção. Eis por que prognosticamos maiores exitos. Na nossa recente visita a Hollywood, para attendermos á conferencia lá realizada, tivemos occasião de ver os filmes novos, prestes a serem remetidos á nossa matriz, como outros em elaboração. Testificamos ali não só a excellencia do producto como também aquelle espiro de harmonia e esforço em prol da Paramount, espirito que sempre foi a razão maxima do nosso exito.

—Varios filmes de valor foram exhibidos para os delegados á Conferencia paramountista de Hollywood. Entre elles, citaremos "Navio Negreiro" (Souls at Sea), que nos pareceu a mais emocionante fita de aventura maritima jamais filmada. "High, Wide and Handsome," a que provisoriamente já nos referimos sob o titulo "Em Busca da Felicidade," é um bello trabalho musical, com a esplendida Irene Dunne. "A Dansa da Vida" (Swing High, Swing Low), também musical, é uma revelação de Carole Lombard e Fred MacMurray. Depois, temos "Casamento em Waikiki," de bella ambientação tropical, um filme que a todos ha de agradar. Mas, ao lado dessas produções já terminadas, ha, como dissemos, um grande programma de filmes em execução, todos de fina qualidade.

—Muito prazer tivemos em ver o Mexico sahir vencedor no nosso Concurso Internacional, agora encerrado; e, com igual prazer, observamos Mr. John L. Day, que dirige sua Divisão para afrente, noutro sector e categoria. Ambos sahiram victoriosos a despeito das mil adversidades que encontraram, o que mais vez vem provar que a fogosa Legião Estrangeira da Paramount é deveras indomavel.

—A esta data já estarão concluidas em todo o mundo as festas do Jubileu de Mr. Zukor com a exhibição simultanea do super-filme "Champagne Waltz." Na nossa edição do mez entrante teremos o prazer de fazer uma reportagem geral, para os nossos leitores, sobre o exito desse faustoso acontecimento. Se os resultados finais no seu territorio ainda não foram enviados á nossa matriz de Nova York, que a façam sem tardança, afim de que os incluamos na noticia geral. Ainda sobre o Jubileu, chamamos a attenção dos leitores para a reportagem da festa realizada em Hollywood, que figura nesta edição.

—Afim de informarmos os nossos leitores, fique dito que o novo filme de Marlene Dietrich prosegue no Estúdio, em Hollywood, onde também agora se inicia a nova fita de Gary Cooper em seguimento ao "Navio Negreiro" que será brevemente traduzido para os mercados estrangeiros; outra surpresa é o nova comedia de Harold Lloyd, que está em elaboração, como também um novo filme de Claudette Colbert e outra grande produção de Cecil B. de Mille. Além destas, vere-

DETTA AR PARAMOUNTS STORA AR

Det är inte bara Mr. Zukors silverjubileum, som vi fira detta år: vi fira också Paramounts pånyttfödelse, då all omständigheter peka på att vi nu stå vid främsta ledet inom filmbranschen. Tjugofem år av storartade bragder stå bakom oss: med oss för närvarande ha vi några av de största filmer, som vårt bolag någonsin har gjort—och gjorda, som vi be att få göra eder uppmärksamma på—under den tid, som Mr. Zukor har varit den ledande kraften i Hollywoodateljén—och nu se vi framåt mot en ännu större succes och ändå bättre tider. Under det stora årsmötet i Hollywood sågo vi att inte endast stora filmer görs där, utan också att stora män, som ha Paramounts bästa för ögonen, stå i spetsen för allt. Det är bättre samarbete i Hollywood i dag än det har varit för flera år, och det beror på att alla inom bolaget ha en enda önskan—den att arbeta för bolagets succes.

Många stora filmer visades för de besökande bolagsmedlemmarna. "Souls At Sea" kommer tvekslutan att bli en av de största och mest uppgående sjöfilmer, som någonsin gjorts, och utan tvivel också den största. "High, Wide and Handsome" är en förtrollande musikfilm, med mycket och vacker sång av Irene Dunne. "Swing High, Swing Low" är också en sångfilm, med finfint uppträdande av sådana stjärnor som Carole Lombard och Fred MacMurray. "Waikiki Wedding" kommer att ge eder denna romantiska film från Hawaii, som ni alla bett om så ofta från Paramount. Planerna för andra inspelningar av storfilmerna, som äro i arbete rätt nu—eller färdiga att påbörjas, finnas på en annan sida i detta häfte.

Det gör oss verkligen glada att se Mexico vinna "Countries" Division i den Internationala tävlan som just avslutades; och vi äro precis lika glada att se John L. Day föra sin division fram till första ledet i en annan kategori. Båda dessa segrar vunnos trots hårdt motstånd; båda symbolisera stridsandan, som alla komma att möta i vandra tävlan, som kommer att hållas av Paramounts modiga legioner.

Bara som en påminnelse: Den nya Marlene Dietrich-filmen är nu under inspelning i Paramounts ateljé i Hollywood; den nya Gary Cooper-filmen, som kommer efter "Souls At Sea" är också under inspelning i Paramounts ateljé i Hollywood; den nya Harold Lloyd-filmen inspelas också just nu i Paramounts ateljé i Hollywood; en ny Claudette Colbert-film inspelas just nu i Paramounts ateljé i Hollywood; och den sistä Cecil B. DeMille-filmen inspelas för närvarande i Paramounts ateljé i Hollywood; och andra filmer med sådana stjärnor som Carole Lombard, Fred MacMurray, Franziska Gaal, Bing Crosby med flera äro också under inspelning i Paramounts stora ateljé i Hollywood. Och slutresultatet är detta, att Paramounts ateljé i Hollywood har aldrig varit mera verksam, än den är i detta ögonblick.

mos en varias produções os afamosos astros Carole Lombard, Fred MacMurray, Franziska Gaal, Bing Crosby e outros nomes que os exitos da Paramount tem feito exitos seus. Como resultado de tudo isso, é certa uma maior victoria da Paramount este anno.

IL PIU' GRANDE ANNO DELLA PARAMOUNT

Noi celebriamo quest'anno ancor piu' che il Giubileo d'Argento di Mr. Zukor la rinascita della Paramount in circostanze, che ci pongono indubbiamente alla testa dell'industria cinematografica. Venticinque anni di magnifici successi stanno dietro a noi: con noi sono ora molte delle piu' grandi cinematografiche che la nostra Compagnia abbia mai prodotto, fatto tanto piu' importante in quanto nel passato abbiamo pure avuto Mr. Zukor al comando dello Studio di Hollywood; ed attualmente ci troviamo di fronte ad una ancor piu' grande era di prosperita' e di successo. La Convenzione di Hollywood ci ha rivelato che non solo stanno per essere ultimate grandi cinematografie, ma anche che il personale e pervaso del vero spirito della "Paramount." Mai come oggi vi e' stata tanta armonia in Hollywood e la ragione si trova nel fatto che in tutta l'organizzazione della nostra Compagnia esiste l'intenso desiderio di lavorare per l'imperituro successo della Paramount.

Molte grandi cinematografie sono state rivelate sulla tela delle sale di proiezione ai delegati. "Anime sul mare" (Souls at Sea) promette sicuramente di divenire la piu' grande e la piu' emozionante cinematografia del mare che sia mai stata fatta, e certamente essa e' la piu' colossale. "Alto, robusto e bello," (High, Wide and Handsome) e' un superbo romanzo musicale con le melodiose canzoni di Irene Dunne. "Swing High, Swing Low" e' un'altra grande cinematografia musicale, interpretata in modo superbo da Carole Lombard e Fred MacMurray. "Matrimonio in Waikiki" (Waikiki Wedding) vi dara' la prima gloriosa cinematografia romantica delle Hawaii, di cui si sentiva vivo bisogno. Progetti di altre grandi cinematografie, che sono in via di produzione o che cominceranno molto presto ad essere prodotte, saranno spiegati in altre pagine di questo Numero.

Noi abbiamo piacere di vedere il Messico vincere nella Divisione "Nazioni" della Gara Internazionale, che si e' appena chiusa; ed eguale piacere abbiamo di vedere John L. Day portare la sua Divisione alla testa dell'altra categoria. Entrambe le vittorie sono state conquistate nonostante grandi difficoltà; entrambe simbolizzano lo spirito battagliero che sara' sempre incontrato in ogni gara impegnata dalla indomabile Legione della Paramount.

Quando leggerete queste notizie, le celebrazioni mondiali del Giubileo d'Argento di Zukor e il simultaneo rilascio di "Valzer dello Champagne" (Champagne Waltz) saranno gia' avvenuti. Il mese prossimo sara' nostro piacere e privilegio di dare i resoconti di questi memorabili eventi. Se le vostre informazioni non sono gia' state trasmesse a New York, vi raccomandiamo di affrettarvi. Speriamo che nel frattempo leggerete con compiacimento le notizie e vedrete le fotografie, pubblicate in questo numero, sulle celebrazioni tenute in Hollywood al principio di Gennaio.

DIT IS PARAMOUNT'S JAAR VAN GROOTHEID

Dit jaar viert vier jaar meer dan het zilveren jubileum van den Heer Zukor. Wij viert de wedergeboorte van Paramount onder omstandigheden, die ons onbetwistbaar aan het hoofd der film industrie stellen. Vijf en twintig jaar van schitterende prestatie liggen achter ons. Op het oogblik distribueeren wij een serie succesfilms, de mooiste, welke Paramount heeft vervaardigd en bovendien onder leiding van den Heer Zukor als directeur van onze Hollywood studio's. Thans betreden wij een nieuw tijdperk van welvaart en succes. De conventie, te Hollywood, heeft ruim aangetoond, dat er niet alleen schlagers van het grootste kaliber te verwachten zijn, doch tevens, dat de werkers van Paramount bezielde zijn met een geest van voortvarendheid. Het doet ons onuitspreklijk genoeg te constateeren, dat Hollywood thans werkt als een harmonieus geheel, ontstaan uit het feit, dat er in onze maatschappij een geest van saamenhoorigheid heerscht om Paramount's blijvend succes te verzekeren.

Vele succesfilm werden den gedelegeerden vertoond, o.a. "Souls at Sea" een zee-film, reeds bestempeld als de monumentaalste en verreweg beste film van dat genre ooit vervaardigd.

"High, Wide and Handsome" is een prachtige operette film met heerlijke zangnummers, gezongen door Irene

Dunne. "Swing High, Swing Low," eveneens een film operette draagt onmiskenbare sporen van grootheid, vooral door het kostelijke spel van Carole Lombard en Fred MacMurray. "Waikiki Wedding" is het antwoord op de vele verzoeken om eens een film te maken in het romantische Hawaii. Elders in dit nummer zult ge berichten vinden omtrent verdere nieuwe Paramount films, die of reeds in wording zijn, of binnenkort voor de camera gaan.

Het doet ons genoeg, dat Mexico het Internationale onlangs beëindigde "Landen" concours heeft gewonnen en dat John L. Day zijn divisie de leiding heeft gegeven in een ander concours. Beide concoursen werden gewonnen na stug en halsstarrig verzet van de andere divisies en deze zegen symboliseeren de taai bulldog geest van vasthoudendheid welke in elk door Paramount uitgeschreven concours zoo goed naar voren treedt.

Thans behorende de vieringen van het zilveren jubileum van den Heer Zukor, en de daaraan verbonden distributie van de "Champagne Wals" tot het verleden. In ons volgend nummer zullen wij deze evenementen in woord en beeld brengen. Indien Uw desbetreffende contributie nog niet afgezonden is aan het Hoofdkantoor, te New York, verzoecken wij U er dadelijk werk van te maken. Wij hopen, dat ge intuschen uit de in dit nummer voorkomende afbeeldingen en beschrijvingen een goed idee krijgt van de viering in Januari, te Hollywood.

Ter herinnering: De nieuwe Marlene Dietrich film is voor de camera in Hollywood. De nieuwe Gary Cooper film, volgend op "Souls at Sea" in eveneens in wording in Hollywood heerscht ongekende activiteit om de nieuwe Harold Lloyd, Cecil B. DeMille, Claudette Colbert films, alsmede films met McMurray, Franziska Gaal, Bing Crosby en andere sterren, spoedig klaar te maken voor wereld distributie.

DAS GROESSTE JAHR

Wir feiern in diesem Jahre nicht nur Herrn Zukor's Silbernes Jubiläum, sondern gleichzeitig Paramount's Wiedergeburt, denn heute befindet sich unsere Firma endlich wieder in gesicherter Lage und ihre inneren Stützen sind derart gefestigt, dass sie mit Recht wieder den Titel "Führer der Filmindustrie" tragen darf. Fünfundzwanzig Jahre unermüden Schaffens liegen hinter uns. Es gab grosse Erfolge und auch manche bange Stunde, aber heute geht es wieder mit Siebenmeilenstiefeln bergan. Seitdem Herr Zukor dem Hollywood Atelier vorsteht, sind dort ganz hervorragende Filme gedreht worden. Einer immer noch besser als der andere. Vor uns liegt eine Aera ganz grosser Erfolge. Die Tagung in Hollywood hat uns restlos überzeugt, dass wir nicht nur ganz grosse Filme zu erwarten haben, sondern dass der Paramount Geist wieder lebendig ist. Es herrscht heute in Hollywood ein harmonischeres Ar-

beiten als wir es seit Jahren gewohnt sind und überall spürt man den Willen zum Sieg, den Willen, Paramount die Führung in der Filmindustrie für alle Zeit zu erobern.

Wir sind hocherfreut ob Mexico's Sieg im "Länderteil" des Internationalen Wettbewerbes, der unlängst zum Abschluss gelangte und gratulieren John L. Day's Filiale gleich herzlich zum Sieg in der anderen Phase des Wettbewerbs. Beide Abteilungen hatten kolossale Prüfungen zu bestehen und gewannen ihren Sieg unter Einsatz ihrer ganzen Kraft. Ein Symbol des Kampfeistes unserer Auslandsmitglieder, der bei jedem Wettbewerb erneut zum Durchbruch gelangt und die Mitglieder der Auslandsabteilung zu immer neuer Tatkraft anspornt und sie immer grössere Leistungen vollbringen lässt.

Und nun noch einige wichtige Nachrichten—Die Arbeit an Marlene Dietrich's neuem Film hat im Hollywood Atelier begonnen. Auch Gary Cooper hat seinen nächsten Film nach "Souls At Sea" bereits in Arbeit genommen. Ferner wird ein neuer Harold Lloyd Film im Hollywood Atelier gedreht. Auch Claudette Colbert arbeitet an einem neuen Film. Cecil B. de Mille hat seinen nächsten Film im Hollywood Atelier gestartet und der neue Film mit Carole Lombard, Fred MacMurray, Franziska Gaal und Bing Crosby in den Starrolle, macht gute Fortschritte. Summa Summarum: Im Hollywood Atelier von Paramount herrscht Hochbetrieb. Die Arbeit kocht förmlich!

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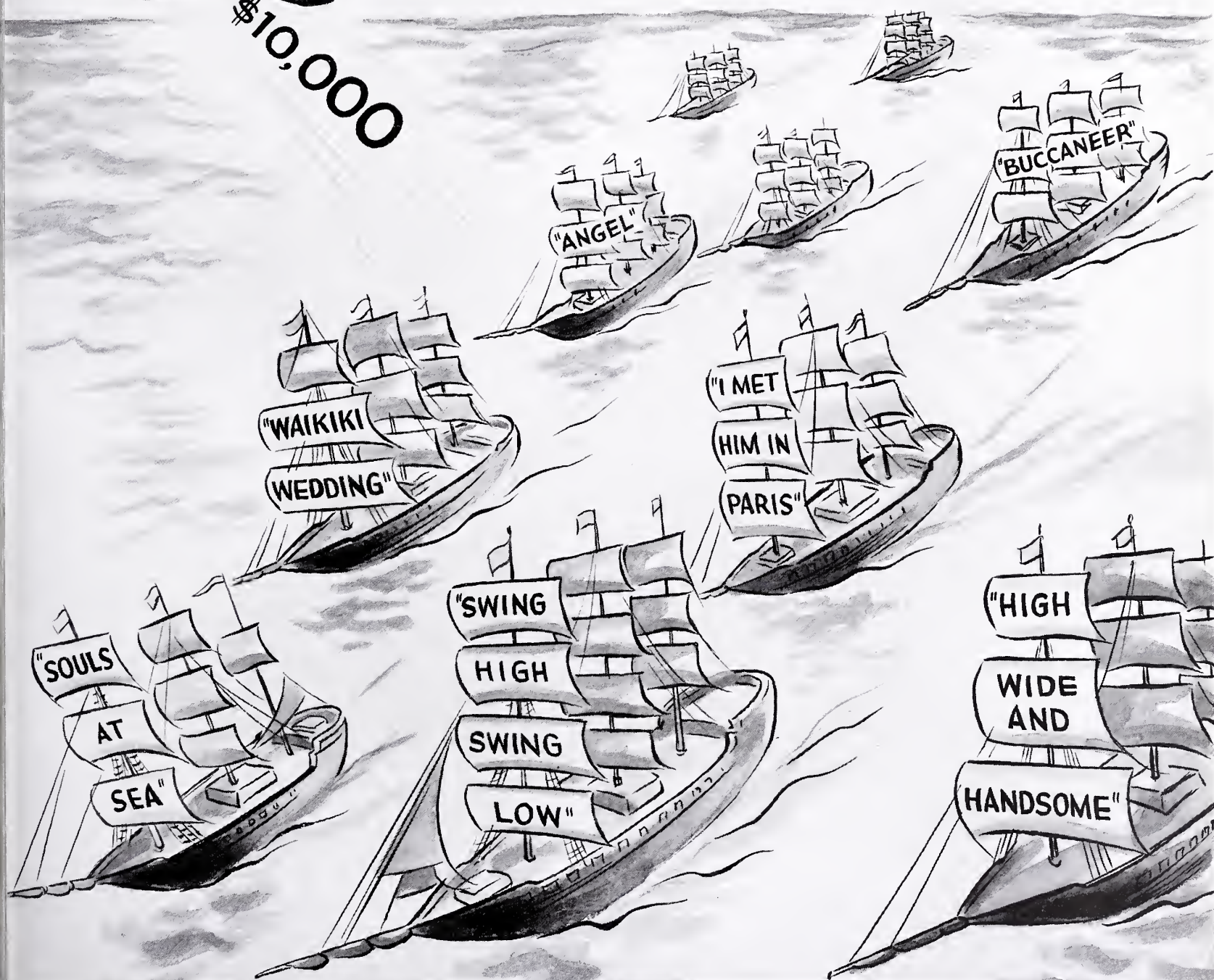


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No. 3

WHAM!

You will have to pardon us for dipping into business again after our brief editorial on the subject last month. However, the facts must be made known, even if they are designed to tell you that your Company is putting itself more and more into a position of unassailable success every day. The mundane news of the moment is that Paramount's American business for January hit a new seven-year high. January 1937 was the best January since 1930, and was 37% ahead of January 1936. That, of course, for the benefit of those who do not understand such signs and portents, is how Progress is written. Moreover, as we go to press word comes that February is also stacking up a marvelous record, so that what we now need, since the product is coming through, is a new stock of descriptive superlatives.

"SOULS"

Now that winter is passing days are getting longer, but breaths are getting shorter. In other words, we are breathless with anticipation of the thrills, the spectacle, the romance and the daring which "Souls At Sea" is expected to splash on the screens of the world. Our own secret service (and it is both secret and renders service) tells us that the picture is not only going to be all that we expect of it, but under the terms of 1937's liberality clause is going to be many times more than that. We are convinced that "Souls At Sea" is going to be that grand and glorious picture we've been holding out our arms for for so long—a picture that will be as great in Singapore as it is in Seattle, and as prosperous at the box-office in Amsterdam as it is in Akron. Only under circumstances such as these can a picture be termed a world-wide success—and that's what we are certain we have in "Souls At Sea."

JUBILEE

Our Hollywood Studio, actual headquarters for the Jubilee Celebration in behalf of Mr. Zukor, reports that congratulatory messages are still pouring in at the rate of several hundreds weekly. The men in charge of the work of assembling all of this data state that several more weeks must elapse before the whole collection is made complete in a form ready for permanent preservation. By that time it is hoped that the various scrap books from abroad, compiled in accordance with instructions issued in the various Jubilee manuals, will have been made ready in their respective countries of origin and be either ready for shipment to Hollywood, or already on their way. We are sincere in our belief that every territory has cooperated fully in this matter in order that what the Studio terms



THE ZUKOR FAMILY. Here is quite easily the most impressive Jubilee photo of them all—Mr. and Mrs. Adolph Zukor surrounded by their children and grandchildren. Mrs. Mildred Zukor Loew is standing at the left behind her father, and with her are her children, Jane and Arthur Loew, Jr. Mr. and Mrs. Eugene J. Zukor are at the right, and with them are their three sons — James (standing before his grandparents), Adolph and, at extreme right, Eugene John.

"the most universal tribute ever paid a motion picture executive" may be made an everlasting part of the glamorous archives of this industry.

GET CONTEST PRIZES SET IN YOUR MINDS NOW — IN YOUR POCKETS LATER

A Recapitulation

For those who read the type off the pages of last month's issue through constant perusal of the prizes they were going to win in this precedent-setting contest of 1937, we are printing herewith a recapitulation of the manner of disbursement of Ten Thousand Dollars which Paramount is offering to its most diligent Legionnaires. DURATION of the Contest is for the full year of 1937.

A PRIZE-BESTOWING PAUSE will, however, be taken at the end of June, and at that time the following prizes will be given:

THE LEADING COUNTRY'S MANAGER will receive a prize of \$500, Manager of the Country in Second Place a prize of \$300, and Manager of the Country in Third Place a prize of \$200. These will be extra prizes and will not be deducted from any other prizes at the end of the year's contest, should the same winners here happen to also be winners at the end.

THE GRAND PRIZES at the Contest's End, next December 31st, will be—\$750 to the Manager of the Winning Division, \$500 to the Manager of the Division finishing in Second Place, and \$350 to the Manager of the Division finishing in Third Place.

COMPLETE STAFF of the leading Branch Office in the Winning Division will receive Three Weeks' salary additional; Complete Staff of the leading Branch Office in the Second-place Division will receive Two Weeks' salary additional; and the leading Branch Office in the Third-place Division will receive an additional week's salary.

Please **NOTE** that the standing of Countries is involved in the determination of prizes at the end of the first six months: the standing of Divisions is involved in the determination of prizes at the end of the entire contest.

VIKINGS

Carl P. York for the Division Leaders, and Sweden for the Countries, are off in the van of our greatest Contest. As of February 1st, they are romping away in the direction of victory—and you know the chinking, tinkling letters that victory is being spelled with this year. This position in the race for leadership on the part of the Vikings is not unexpected: for weeks now Carl York has been slipping little mentions between the lines of his letters saying that he'd be the leader when the first 1937 standings would reach publication. Of course some of the other Division leaders have been following the same practice, but apparently Carl did the job just a little bit better—he actually came through with his claim. We cannot help pointing out at this juncture the historical fact that in most contests that we have chronicled, the initial leader at the contest's outset has finished up as the eventual leader in the race. Of course there have been exceptions to the rule—perhaps this will be one, perhaps not. At all events, the answer is with you far more than it is with us.

"BORDERLAND"

The attention of all of the Spanish-speaking territories is respectfully called to the Hopalong Cassidy production entitled "Borderland." This feature represents one of the most cordial gestures of understanding ever made by an American producer to a neighboring power. In this case the neighbor is Mexico, which nation we are sure will be only too happy to see in the film an expression of the friendliness of the American people. Producer Harry Sherman is to be heartily complimented on his fine action in making this film, which we are sure will also enjoy the success to which it is rightfully entitled.

CONTEST FLASHES

STANDINGS AS OF
FEB. 1, 1937

1937
"New York advises
my Division is
FIRST — and over
Quota."
YORK

1937
"There's a flash
that we are SEC-
OND — and over
Quota."
COCHRANE

1937
"FOURTH is our
Division's contri-
bution—to date."
GROVES

1937
"We have grabbed
THIRD place, and
we're over Quota."
KLARSFELD

1937
"We are FIFTH
now—but just you
watch us zoom!"
ABOAF

1937
"I join the race in
SIXTH spot. I
hope to better it."
HUNTER

1937
"I know my Divi-
sion can do at least
6 points better
than SEVENTH."
SCHAEFER

1937
"We may be
EIGHTH, but the
race has far to go
yet."
DAY

1937
"NINTH now, but
we'll better it at
least one point a
month."
GRAHAM

1937
"TENTH, Huh!
How in blazes did
that zero get
there?"
PRATCHETT

1937
"ELEVENTH —
and 11 months to
go. We'll win al-
right."
DEL VILLAR

1937
"This part of the
world couldn't pos-
sibly want
TWELFTH."
BALLANCE

1937
"THIRTEEN now,
but never fear—
we'll be on top by
end of year."
NATHAN

We have microphoned the standings of the Divisions so as to make public the sentiments of each of the Division Leaders. They'll be bound to change these sentiments from time to time, and we'll be bound to tell you about it when they do. Meanwhile we take this opportunity of giving you also, under date of February 1st, the Standings of

THE COUNTRIES

- | | |
|-------------------|---------------------|
| 1. Sweden* | 17. Czecho Slovakia |
| 2. Jugo Slavia* | 18. Mexico |
| 3. Finland* | 19. Puerto Rico |
| 4. Philippines* | 20. Guatemala |
| 5. Japan* | 21. Panama |
| 6. France* | 22. India |
| 7. China* | 23. Roumania |
| 8. Holland | 24. Cuba |
| 9. Straits-Java | 25. Poland |
| 10. Italy | 26. Chile |
| 11. Australasia | 27. Hungary |
| 12. Norway | 28. Germany |
| 13. Peru | 29. Austria |
| 14. Brazil | 30. Denmark |
| 15. Great Britain | 31. Argentine |
| 16. Colombia | 32. Uruguay |

*These countries are over Quota.

HOW THE WORLD CELEBRATED

We set out with the idea of regimentering the evidence as it came to our desk, and of attempting to tell a detailed story. Now we know that we have but an iota of all that transpired, so we give you here, in brief and very inadequate snatches, such evidence as we have before us.

Across on the opposite page is the story of Sweden's memorable exhibition. Since this event was reported there has come further word from Mr. York telling of how Mr. Janzon took the exhibition on tour throughout Sweden, and in the university city of Upsala he lectured to the professors and students on the history of Paramount. This was an unparalleled piece of exploitation, for which Mr. Janzon deserves the highest possible commendation.

Amongst the avalanche of congratulations flowing towards Mr. Zukor are letters extolling the organization he founded. A typical letter, selected at random from a sheaf of correspondence, was from an exhibitor in Bratislava (Czecho-Slovakia) to District Manager Jellinek in Prague. This man had naught but the highest possible praise for the Paramount officials with whom he has done business during the past twelve years.

Mail from Manila has brought us copies of the superlative 8-page supplement published simultaneously in the Philippines Herald and Tribune. This supplement coincided with the opening of "Champagne Waltz" at the Capitol Theatre and was a public sensation throughout the entire Philippines Commonwealth. Manager F. C. Henry (pictured happily elsewhere in this issue) is certainly to be congratulated on an exceptionally fine piece of work.

Australia's issue of Paramount Sales Punch 1937 dedicated to Mr.

One thing that we could never hope to do in these few pages is to give to you an accurate and complete picture of what the entire Paramount organization accomplished towards the celebration of Mr. Zukor's Silver Jubilee. All that we can hope to do is give you such snatches of information as have come to our attention. The full story itself will reach Mr. Zukor in the souvenirs being prepared by each individual territory.

Zukor's Silver Jubilee is a grand piece of work. Carried prominently on the front page is the cable Mr. Zukor sent the Blue Ribbon staff for their good wishes on his birthday.

England's two special issues of "Paramount Service," dated January 23rd, will remain long in the memories of English exhibitors. The superlative souvenir number, containing the full story of the Paramount organization from early beginning to dominant leadership is something that every film-loving person will cherish forever. Every British Paramounteer having a hand in these two pieces of super-publicity is deserving of such plaudits as will ring around the world.

The indefatigable A. L. Pratchett (Pratch of Los Revolucionarios) has sent in a batch of photographs showing the marvelous "Champagne Waltz" lobby of Mexico City's Rex

Theatre. We hope to be able to reproduce some of them next month, but make mention of them here in order to show that Los Revolucionarios are leaving no stone unturned in an effort to make their Contest victory of last year a repeater for 1937.

Scandinavia, a Division which has managed to dominate quite a little space in this issue, staged a Jubilee Drive in honor of Adolph Zukor from January 7 to February 7. We haven't got the figures on it yet, but we do know that the motivating force of the drive was contained in the following sentiment which Division Leader Carl York incorporated in a sales letter: "The best way to celebrate Adolph Zukor's Silver Jubilee is to increase our business and strengthen our reputation throughout the world."



This is the London champagne bottle of chocolate and candy mentioned in the column at right.

For the first time in the history of international celebrations of this type, radio played a major part. In many of the world's centres there were inspiring radio programmes which did dual duty in premiering "Champagne Waltz" and in honoring the founder of Paramount. We have in mind specifically the topping programmes of England, Australia, Japan, Argentina, Mexico and Cuba. There must have been others which were not duly reported to us; but even from the volume already reported we know that henceforth radio is an inseparable part of great film celebrations.

SOME A. Z. S. J. PARTIES. The Adolph Zukor Silver Jubilee was celebrated in many parts of the world in gay fashion. Here are some of the events. Top left, the Copenhagen, Denmark, party, with Manager Harald Frost directly in front of the 'o' in 'Paramount.' Top centre is the Buenos Aires party, with Managing Director John B. Nathan in the light suit. Top right is the Oslo, Norway, party, with Manager Erling Eriksen at the table's left. In the centre Caribbean Division Manager A. L. Pratchett plays host in Mexico City to visiting exhibitors and his own executive assistants. Below this group is a larger one incorporating the entire staff of Mexico. Lower left is the Helsingfors, Finland, party, with Manager Harry Hammar at the head of the table. Lower right is Stockholm's party, with General Manager Carl York on the far side of the table, ninth from the left.



THE A. Z. SILVER JUBILEE

TWO WORDS COVER 25 YEARS OF ACHIEVEMENT

It remained for an eminent British editor, G. A. Atkinson, to summarize the whole film career of Adolph Zukor in two incisive words. In a superb editorial on the significance of Mr. Zukor in the scheme of the world's entertainment, he referred to him as a "Practical idealist."

JUBILEE JOTTINGS

Being a paraphrased survey of many of the fine publicity, exploitation and propaganda achievements put forth in behalf of a great historical event.

A sidelight on the impressive London luncheon, reported by cable last month, was that each of the guests received a large replica of a champagne bottle, done in chocolate and candy, standing 20 inches high, and being an excellent replica.

Guatemala invited every customer throughout the territory to participate in the Silver Jubilee through the medium of dignified messages, printed in silver and mailed to all exhibitors by Manager Saul Jacobs.

Australia produced an excellently contrived pressbook showing the many ways in which exhibitors could honor Mr. Zukor and benefit their box-offices at the same time. The publication also illustrated some of the institutional advertisements used by Paramount throughout the country during the celebration.

In advance of its presentation to Mr. Zukor in book form we have received from Manager J. D. Rapoport of Cuba a sheaf of press clippings showing the splendid publicity break the Silver Jubilee celebration received throughout the republic. This territory also did a swell job of work in connection with the securing of signatures for the Adolph Zukor birthday book.

One of the territories producing effective Adolph Zukor Silver Jubilee posters portraying Paramount's founder as an individual, was France. These red, white and



Part of the Stockholm display arranged as a Paramount history by Messrs York and Janzon. Note the Popeye and Betty Boop dolls at left. At the far end was a display devoted solely to Gary Cooper.

STOCKHOLM'S PARAMOUNTEERS STAGE IMPRESSIVE AND PRACTICAL JUBILEE CINEMA EXHIBITION

In the many-chaptered story of Paramount's round-the-world celebration of Adolph Zukor's Silver Jubilee there are many gems of performance on which justice cannot be done in their telling because of the demands of space. One such event was the Cinema Exhibition in Stockholm, Sweden, inspired by Viking Leader Carl P. York and magnificently executed under the direction of Bengt Janzon, director of publicity for the Viking Division.

The exhibition, staged within the walls of a mammoth department store, and of which but a small section is illustrated herewith, was in effect a condensed history of Paramount's celebrated Twenty-five Years, and the profound influence of that period of Progress, Patience and Prosperity on the entire film industry of the world. Mr. Janzon compiled an amazing aggregation of old stills and posters, models, both actual and in cartoon, of many of the most popular luminaries of the screen; together with forecasts of coming productions which enhanced the collection immeasurably and made it in effect the most concise, interesting and worth while display of its kind ever seen in Scandinavia.

A complete history of the exhibition in words, in press reviews, and in photographs, is being sent to Mr. Zukor as part of the famous Zukor Collection — a collection which will one of these days be priceless a part of the world's motion picture archives.

Our sincere congratulations to Messrs. York and Janzon for their splendid work.

silver posters came to hand very early in the plans for the Jubilee, which indicates that Administrateur Delege Henri Klarsfeld's organization was "on its toes" from the start.

The souvenir booklet issued as a supplement to "Picture Show" magazine in London was in itself a fine tribute to the organizing ability of

Below are some glimpses of the Bordeaux (France) office decorated for Mr. Zukor's Silver Jubilee.



Publicity Director F. L. C. Thomas and his staff.

And speaking of the London fan magazines, we have been thrilled immensely by an editorial in "Picturegoer," addressed as an Open Letter to Adolph Zukor, and concluding with this paragraph: "...Many high tributes will be paid you this week. I can think of no higher one than the sincere wish that in the present pioneering and critical days of British production we had an Adolph Zukor as a leader."

Apart from the other Swedish evidence on this page there has come to hand a flock of material from that inspired territory which is now at the Contes-top. Included in this batch was the special engraved invitation to the Cinema Exhibition (with its slo-

WELSH TOUCH

It has been so long since the Welsh language appeared in these columns that we are more than happy to include here the following tribute sent in company with many others addressed to Mr. Zukor:—

1912-1937 — PARAMOUNT DIWYDIANT — PARHAOL CADARN—LLONGYFARCHIADAU JIWBILLI

"CYMRU AM BYTH."

Translation

1912-1937 — PARAMOUNT PROSPERITY — STILL GOING STRONG—JUBILEE CONGRATULATIONS.

"WALES FOR EVER."



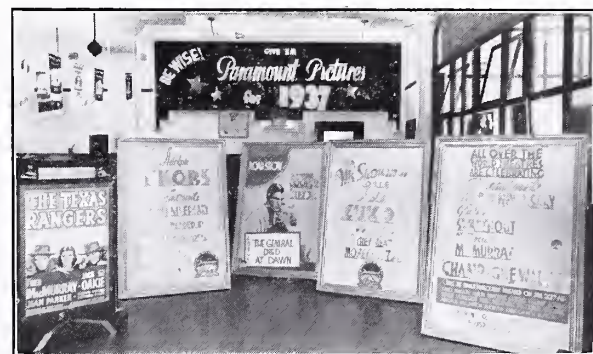
AUSTRALIA'S GIFT

One of the many unusual gifts presented to Paramount's founder on the occasion of his Silver Jubilee was this kangaroo skin, suspended from a boomerang, which came from Australia. It reached Mr. Zukor in time for presentation to him just before the big Hollywood dinner. The inscription says: "To Adolph Zukor — Greetings — From the Paramount Organization in Australia and New Zealand on the Memorable Occasion of Your Twenty-fifth Anniversary as Founder of Paramount"

gan of "From Valentino to Gary Cooper"), and photographs of two stunning window displays in behalf of "Champagne Waltz" and the Silver Jubilee. There's no doubt about it—Scandinavia has taken wholeheartedly to sane film exploitation.

AUSTRALIA'S HOME OFFICE IN GALA GARB FOR JUBILEE

Shown here is but one small section of the Home Office of the Blue Ribbon Bunch, in Sydney, decorated for the celebration of the Silver Jubilee for Adolph Zukor. This territory staged every possible form of festival in commemoration of the great event, and persuasively invited every exhibitor in the land to celebrate.



PRODUCTION NOTES

Milli Monti, Italian star pictured elsewhere in this issue, will follow "The Girl From Scotland Yard" with "The Man in Evening Clothes," in which she will play the female lead. The male star of the picture, which will be made by Emanuel Cohen's Major Pictures Corporation for Paramount release, has not been selected yet.

"That's What Girls Are Made Of" is the final title of the George Raft-Sylvia Sydney picture formerly known as "You and Me." It will be made by B. P. Schulberg.

"Her Husband Lies" is the final title of the Ricardo Cortez-Gail Patrick picture based on the life of a celebrated gambler.

Marlene Dietrich commenced work on "Angel," under Ernst Lubitsch's direction, February 27th. The film's leading men are Herbert Marshall and Melvyn Douglas.

"The Crime Nobody Saw" is final title of "Danger, Men Working."

Adolphe Menjou and Jean Arthur have the leads in "Easy Living," which is about to go into production at the Paramount Studio.

Olympe Bradna, little French girl who is giving so marvelous a performance in "Souls At Sea," has a new contract from Paramount.

Helen Burgess, who shone in DeMille's "The Plainsman" and Schulberg's "A Doctor's Diary," has likewise received a new Paramount contract.

Charles Vidor, who directed "A Doctor's Diary," has been placed under long term contract by Mr. Schulberg.

Cecil B. deMille is in New Orleans gathering historical data for "The Buccaneer." He expects to commence production on the film within the next 30 days.

Paramount has closed a contract with Harry Sherman guaranteeing the production of a further cycle of 6 Hopalong Cassidy pictures. This will bring the series to a total of 18.

Miri Rei, that very beautiful Tahitian girl in "The Mutiny on the Bounty," has a featured role in Bing Crosby's picture, "Waikiki Wedding." She is solo dancer in the barbaric drum dance in the film.



ROUBEN MAMOULIAN

Noted director of many film successes, is giving Paramount "High, Wide and Handsome," with the superb singing star, Irene Dunne, in the leading role.

PARAMOUNT CREATING



HATHAWAY DIRECTS. Henry Hathaway made "Lives of a Bengal Lancer," and Hathaway directed Gary Cooper in the chief role of that picture. Now he directs Cooper again—in "Souls At Sea," Paramount's greatest claim to use of the word 'epic' since the Epic of India. With Gary in this poignant shipboard scene is Frances Dee, returned to the studio that made her famous.

"JUNGLE PRINCESS" DOING FINE WORLD BUSINESS

An enthusiastic note from Tom Cochrane ament the good business being recorded by "The Jungle Princess" in China prompts our mention here that this saga of jungle thrills is proving to be an admirable foreign department picture. From all sources comes the word that the picture is rolling up most satisfactory grosses.

Just what it would have done with a top-line cast and more jungle thrills can only be conjectured.

Frank Lloyd's next Paramount production will definitely be "Wells Fargo" instead of the previously announced "I, James Lewis." This picture will be in the category of "The Plainsman," for it deals with a similar period in the colonization of the United States and is replete with opportunities for sweeping action and magnificent spectacle. Tentatively selected for roles in "Wells Fargo" are Fred MacMurray, Randolph Scott, Charles Bickford and Frances Farmer.

Harry Sherman will make "The Barrier" in addition to his famous string of Hopalong Cassidy films. The additional picture will be filmed on a rather extensive scale, necessitating a location trip to Alaska. Edward Ludwig has been signed to direct the film, but no cast selections have been made yet. Start of camera work is set for April 15.

Paramount is to have its own radio program over a national network in the United States very shortly. The program will be a regular Sunday feature and will be employed, among other things, for giving additional acting experience to many of Paramount's new young players. The broadcasting time scheduled is noon on Sundays, New York City time.

Dorothy Lamour is Jack Benny's leading woman in "Artists and Models," Paramount's ace musical now before the cameras.

The title of the Marlene Dietrich picture to follow "Angel" is set as "Midnight." Miss Dietrich has had some notable one-word titles—"Morocco," "Dishonored" and "Desire"

"THE PLAINSMAN" A GREAT SWEDISH HIT

We know that it always gives Viking Leader Carl P. York great joy to be able to burn up the transatlantic cables with the news about an outstanding Paramount success either at the China Theatre, or nationally throughout his territory. His newest opportunity to engage in this grand hobby came just after the first of last month, too late to catch the February issue of **PARAMOUNT INTERNATIONAL NEWS**. In a cable to Mr. Hicks he said:

"THE PLAINSMAN" OPENED LAST NIGHT CHINA THEATRE. GREAT RECEPTION BY PRESS AND PUBLIC AND EXPECT RECORD RUN.

Since then we have had word that the Cecil B. deMille opus is making tremendous strides throughout Scandinavia, and already the appetite of filmgoers is being whetted for the next film from the great producer.



GAMBLERS THREE

A trio of the leading protagonists in B. P. Schulberg's production of "Her Husband Lies." They are Ricardo Cortez, Akim Tamiroff and Tom Brown. Also in the cast are Gail Patrick and June Martel.

being among the prominent ones.

Katherine deMille is the first player signed for Cecil B. deMille's production of "Buccancer."

Claire Trevor has the female lead in "King of the Gamblers" (formerly "Kid from Paradise"). Also cast are Lloyd Nolan and Akim Tamiroff.

"THE PLAINSMAN" TOPPLED MANILA RECORDS

The Cecil B. deMille epic, "The Plainsman," is marching on to greater triumphs. Now comes a cable from Tom D. Cochrane reporting that

"THE PLAINSMAN" OPENING AT MANILA ESTABLISHED AN ALL-TIME RECORD FOR AN OPENING DAY'S GROSS BUSINESS.

That's by no means the only sensational report covering "The Plainsman" in this issue.

The big pictures are coming like avalanches now.

Go the limit with each one as it reaches you.

There'll be another one along swiftly.

This is Paramount's Big Year.

1937—Leadership Year.

TRUSTY TIPS ABOUT NEW PARAPICTURES**MAID OF SALEM**

One of the most exciting, most dramatic and most spectacular films Paramount has made in many years. Claudette Colbert and Fred MacMurray magnificent under the direction of Frank Lloyd, who has made more spectacular successes than almost any other producer in the business today.

A DOCTOR'S DIARY

Unusual, dramatic, provocative — and important also because it introduces as definite stellar material John Trent (erstwhile transport plane pilot making his first film appearance), and Helen Burgess (who was Buffalo Bill's wife in "The Plainsman").

OUTCAST

The pulsing story of an outcast doctor, branded for a sin he never committed, reinstated by the world through love of a woman. Warren William, Karen Morley and Lewis Stone give three of the smoothest performances it has ever been our pleasure to watch. A film that is truly an achievement, and one to be by no means passed over lightly.

CLARENCE

A lot of good-natured fun in an average modern home, with comedy of the brand that can be understood in any country. Roscoe Karns shines forth as a new type of comedian, and he has lots of capable support from a fine cast of Paramount players.

BORDERLAND

Plenty of Hopalong, plenty of Cassidy, plenty of hosses and plenty of action and shoot-'em-up. If anything, the best of this series to date.

MURDER GOES TO COLLEGE

The low-down on the higher education. Go to college and laugh till it kills you. Plus a solution that will defy your nimble wit until the last moment. Lynne Overman shines as a real comedian, with notable performances also by Roscoe Karns, Marsha Hunt, Astrid Allwyn and Larry Crabbe.

WORLD'S FINEST FILM PRODUCT

Enthusiasm is rife this issue for the assured box-office perfection of such pictures as "Souls At Sea," "High, Wide and Handsome," "Swing High, Swing Low" and the superlative piece of hula-entertainment pictured below, "Waikiki Wedding." However, these are but the beginning of this smash picture year.

There is now in work a punchful melodrama known as "King of the Gamblers," which we expect to be as fine in its way as "The General Died At Dawn" was in its way. About to face the cameras is "Artists and Models," Paramount's challenging musical with a chance of being the finest film show of its kind in history.

And there is scheduled for almost immediate production an epic of the Spanish insurrection entitled "The Last Train From Madrid," which Paramount expects to see scoop the entire film world in dramatizing the historical cataclysm taking place in the Iberian peninsula.

It is not only certain—but positively certain—that when we reach the prize-awarding pause

ADDITIONAL GLAMOROUS CABLES TELLING OF WORLD SUCCESS OF "CHAMPAGNE WALTZ"

As we went to press last month the cables commenced rolling in from all points of the compass telling of the world's acclaim of "Champagne Waltz." We were able to include a few of the details in our columns, but can now give further particulars.

The Caribbean Division, known more popularly as "Los Revolucionarios," has witnessed a large scale approval of the film. Manager Saul Jacobs cabled that the picture was enthusiastically received throughout Guatemala and that record grosses are expected. Manager S. E. Pierpoint cabled from Cristobal that business in the Canal Zone and Venezuela were excellent and that the film will do outstanding business throughout the entire territory. Manager J. D. Rapoport (Old Man Enthusiasm himself) said that the music was received with applause and that the Verdado Theatre broke the house record previously established by "The General Died At Dawn." Manager J. P. Donohoe's report from Porto Rico was to the effect that the picture was wonderfully commented on by the public.

Australia expects very satisfactory gross, according to word from General Sales Manager William Hurworth.

And of course the very sanguine reports last month from England's General Sales Manager Montague Goldman, Brazil's General Manager John L. Day, Jr., and the Caribbean Division's Leader A. L. Pratchett, have been steadily amplified by the mounting business which the picture has continued to register in all three territories.

The reactions of the Orient came forth in a cable from that great Irishman, Tom D. Cochrane. He informed New York that the reaction to the picture in the key situations in Japan was highly favorable, and that the picture has been booked by every important theatre in the territory. In Manila the audiences were exceedingly enthusiastic, and great business is expected throughout the Philippines. China's reaction to date is from Shanghai, where according to Tom the audiences have been most enthusiastic.

at the end of the first half of this year, you will have already seen, or heard about, so many superlative Paramount Pictures that you'll not have the time to pause for your check (if you're a prize winner), or to stop for congratulations if you are one of those destined to win a prize at the end of the year.



EMANUEL COHEN IS INDUSTRY'S NEWEST STAR BUILDER

Emanuel Cohen, having given us John Trent as star of "A Doctor's Diary," is now about to introduce a new Continental sensation. She is Milli Monti, 'discovered' by Mr. Cohen singing at the Rainbow Room in New York, and signed by him on behalf of Major Productions Inc., releasing through Paramount. Miss Monti, who hails from Italy, will be seen first as a singing sensation in "The Girl From Scotland Yard."

The Singing Signorina is shown at the right of the picture above. Miss Amelia Earhart, flying ace, is also in the scene, her husband, George Palmer Putnam, being New York representative for Mr. Cohen.

Another of Mr. Cohen's showmanship gestures is to put into immediate work a production entitled "Good Will Court," based on the recently successful radio feature.

THE FIRST MUSICAL SHAKEDOWN

WAIKIKI WEDDING. Here are glimpses of Arthur Hornblow's superlatively colorful production, "Waikiki Wedding," starring Bing Crosby, featuring Shirley Ross, Martha Raye and Bob Burns; and glorifying as attractive a bunch of shapely wenches as a camera lens ever blinked at in delight. It is our modest tip that "Waikiki Wedding," because of its enchanting setting, its pulse-plunging pulchritude, its score of lilting music, its charm in telling a story cinematically, will be one of the most audience-appealing pictures Paramount has ever given to the whole wide world.



Principals in "Waikiki Wedding," reclining left to right: Shirley Ross, Bing Crosby, Martha Raye, Bob Burns.



FRENCH TERRITORIES GAVE SUPERB EXPLOITATION TO "TRAIL OF THE LONESOME PINE"

Perusing the ever-alluring pages of the French Division's house organ, "La Paramount Francaise" we are entranced by the wide swathe of exploitation which was carved throughout Administrateur Delege Henri Klarsfeld's territories on behalf of "The Trail of the Lonesome Pine." The publication's editor, Jack Plunkett, has thoughtfully sent us the original photographs from which the illustrations were made, and we in turn have passed these along to Producer Walter Wanger, who gave the technicolor picture to the world.

ARGENTINA'S ANNOUNCEMENT BOOK A GEM

Because of seasonal opposites, the Argentina organization has to issue an announcement of forthcoming product in January: northern hemisphere offices bring theirs out much later. The 1937 book from Managing Director John B. Nathan is done in the form of a multi-colored wall calendar, and is a superlatively attractive piece of printed salesmanship. We offer heartiest congratulations to all concerned.

"BIG BROADCAST" WAS BIG IN INDIA

Frank V. Kennebeck, manager in Bombay, has sent us several large advertisements used in behalf of the season of "The Big Broadcast of 1937" at the Pathe Cinema in that city. These advertisements are particularly striking in text and illustration and must have contributed materially to the highly successful season of the picture.

He also forwarded the first co-operative tie-up full page advertisement ever used in Bombay. This is so unique in character that we



are reproducing it herewith. Of course space limitation prevents your studying the advertisement in detail, but you can at least observe the clever use to which microphones have been put in drawing attention to the many attractive articles which can be logically linked to "The Big Broadcast of 1937."

This is indeed fine work and shows the steady strides that sane exploitation is making in India, largely, we believe, because of the sensible counsel of Mr. Kennebeck.

EXPLOITATION



SCANDINAVIAN COWBOY

Here's the very effective fashion in which "The Texas Rangers" was exploited throughout the main streets of Oslo, Norway, where Manager Erling Eriksen is inspiring a continuity of publicity which is serving Paramount admirably.



"BIG BROADCAST" IS SHOWN IN CALCUTTA

General Manager Charles Balance sent us this picture showing the exterior of the Metro Cinema in Calcutta on the occasion of the presentation there of "The Big Broadcast of 1937."

"POPEYE" IN HOLLAND IS CLOSE TO A RELIGION

Despite the terrific popularity of "Popeye the Sailor" in all parts of the world, we seriously doubt whether any country can surpass Holland in sheer enthusiasm for the celebrated cartoon character. We have printed plenty of evidence in support of this contention in the past, and we now have before us a report on the Netherlands Popeye Club meeting sent in by Manager C. Peereboom.

More than 2,000 persons young and old attended the meeting, where enthusiasm for Popeye and his friends was the order of the evening. At the close of the screening of several cartoons the Popeye Song was sung over and over again.

We challenge any country to show us more loyal devotion to Paramount's Popeye than that displayed by the picturegoers of the Netherlands.

"LOS REVOLUCIONARIOS" HAVE A SPIRITED HOUSE ORGAN

One of our grandest laughs of the month comes from that type-written house organ so trenchantly edited by Division Leader A. L. Pratchett. His Jubilee Bulletin Number Two, directed at the Paramountteers of Central America and the Caribbean, is headed "The Battle of the Century," and deals with the 1937 contest in true fistic terms. According to "Pratch," who signs himself "High C," the contestants are "Paramount Product" vs. "Old Man Quota." Trainers, promoter, purse and place of battle are all mentioned, and the text of the reported narrative, couched in true ring parlance, describes the bout through its first month of January. It all makes one of the sprightliest pieces of reading in weeks, and we happily congratulate Mr. Pratchett for his ingenuity, and his staff of co-workers for the energy and enthusiasm which make such talent possible on his part.

EXPLOITATION BRIEFS

A great deal of credit is due Italy's publicity manager, P. Sereno, and his staff, for the excellent exploitation work done throughout the country in behalf of several important Paramount pictures. Some evidence of this work will be found in adjoining columns.

The London publicity staff produced a number of spectacular and

ITALY THRILLS TO DELAYED RELEASE OF "BENGAL LANCER"

For various reasons the release of "Lives of a Bengal Lancer" has been delayed until now. And now the Italian picturegoers are getting the thrill of a lifetime from this superb film. Pictured at the right is the lobby of the Teatro Medica in Bologna, the entire arch of the lobby decorated in the form of a Bengal Lancer's regulation army tent, with two unmistakable Paramount trademarks also.



Our other display takes us to Rome, where the facade of the Corso Cinema Teatro carried the illuminated title of the picture in a fashion visible for miles. This display, also ornamented with a large trade mark, was more than 150 feet wide and upwards of thirty feet in height. A smaller sign below the title indicated that the picture represented one of the truly gala presentations of the Cinema Corso.

All of which indicates most pungently that Italy is becoming swiftly

enduring souvenirs of the Jubilee celebrations in general, and "Champagne Waltz" in particular. We have before us a spangle-covered booklet on the picture which is one of the finest exhibits the festive season has produced.

The trans-Pacific shipping strike, which held up shipments of all materials from the United States to Australia, could not halt Paramount's plans down there for the 16-centre release of "Champagne Waltz." When press books failed to arrive from America, Advertising Manager Herman E. Flynn went ahead in his own ingenious and inventive fashion and fashioned Australia's own temporary press book. That's the sort of Paramount spirit which refuses to bow to hold-ups, no matter of what nature.

That was a nice colored New Year's card that Eric Wahlquist put out in Melbourne in behalf of "Champagne Waltz." Every hotel in the Australian city carried a card on every table.

Another fine piece of exploitation salesmanship from the Blue Ribbon territory was worked by Exploitation Representative Harold Pike in connection with propaganda for Paramount players allied with the locally renowned White Wings flour. In connection with this tie-up, the manufacturers gave Paramount plenty of press and air mention, and the entire venture resolved into a most satisfactory arrangement for all concerned.



PERSONAL JOTTINGS

Mr. and Mrs. Hermann E. Flynn of Sydney are proud to report the advent of their new child, a daughter, born November 16, 1936. Mr. Flynn is advertising manager of the Australian organization.

A recent issue of "Silver Jubilee Sales Punch" of Sydney, Australia, contained laudatory ad sales mentions concerning the achievements of Max Lovett of Sydney, Roy Slade of Adelaide, Vic. Butler of Melbourne, Don Broadley of Perth and Drew Nelson of Brisbane.



THE HAPPY F. C. HENRYS OF MANILA, P. I.

Months ago we chronicled the wedding of Mr. and Mrs. F. C. Henry in Manila. We told of how happy an event it was, and that our happiness for the newlyweds was tempered only by the fact that we could not secure a picture of the bride.

Since then we have had sleuths galore working on the case, but it has remained for that old Scotland Yard Man, Detective (First Class) Thomas D. Cochrane, C. I. D., to be the first to hand with the precious Icagraph. Above, then, are Mr. and Mrs. F. C. Henry of Manila.

JOHN B. NATHAN MAKES PRESENTATION TO ARGENTINA'S PRESIDENT

Following the recent visit of President Roosevelt of the United States to Argentina and Brazil, a film summary of the event was compiled by Paramount News and a print forwarded to Buenos Aires for presentation to President Justo, chief executive of the Republic of Argentina.

The actual presentation was made by Managing Director John B. Nathan, who states that President Justo was most cordial, and also promised to attend the Paramount office and witness screenings of forthcoming Paramount Pictures.

ASSURANCE FROM THE BLUE RIBBON BUNCH

From Sydney, where the sorrowing Australian and New Zealand Paramounteers still mourn the passing of their beloved leader, has come to Mr. Hicks a cable of assurance so far as the territory's business is concerned. It says:

YOUR CABLES INSPIRE US EXCEED QUOTA. COUNT JOB DONE.

The world and life must roll along, heavy hearts notwithstanding.

PERSONALITIES



AID FOR ARGENTINA'S VICTORY IN CONTEST

Managing Director John B. Nathan, one of the Paramount Legion's best known contest clinchers, is shown here affixing a signature to a contract which is bound to play a big share in bringing contest victory to the Division of the Gauchos. The important exhibitor seated at the left is Sr. Clemente Lococo, impresario of the Opera and Suipacha Theatres, and a very fine Paramount friend. Standing at the back is Mr. Sigfrido Bauer, manager of the Buenos Aires exchange, who also played his share in the securing of this important contract.

"JUNGLE PRINCESS" SCORES IN THE LAND OF JUNGLES

A great tribute to the entertainment value of "The Jungle Princess" is to be found in the following cable received in New York from General Manager Charles Ballance of India:

HAPPY INFORM "JUNGLE PRINCESS" MAGNIFICENT OPENING BOMBAY. MARVELOUS AUDIENCE. REACTION AND PROSPECTS SPLENDID FOR TERRITORY. DOROTHY LAMOUR IMPRESSES AS HAVING FINE POSSIBILITIES.

We also have information from Manager Jim Perkins in Shanghai to the effect that the picture is a huge success in China and seems likely to duplicate the records set up by "King of the Jungle."

HARRY HUNTER LEAVES POST OF WASHINGTON MANAGER FOR PROMOTION TO MANAGING DIRECTORSHIP OF AUSTRALIA AND NEW ZEALAND



HARRY HUNTER

Foreign Department with a pronounced international background, which has been amplified by travel abroad.

Paramount International News, on behalf of the entire Foreign Legion, wishes Mr. Hunter the greatest possible success in Australia and New Zealand. He will find a grand bunch of Paramounteers there.

HOUSE ORGAN PARADE

A magnificent exhibit has been the special issue of "La Paramount Francaise," which we believe is the mightiest house organ produced by any territory in many years. It is brimful of marvelously inspiring messages as well as fascinating news of a general nature.

Also entitled to plaudits is the January 5th issue of Jugo-Slavia's "Paramount glasnik" for which Manager Jordan rates plenty of bouquets. It is a highly successful blending of editorial tribute to Mr. Zukor and general news about the mighty Paramount pictures which Mr. Zukor's leadership has made possible.

Newest issue of Paramount Service of India, Number Four, is of course the Silver Jubilee issue and an admirable job of publishing it is! Editor Lew da Silva, revelling in the wealth of material made available to him by General Manager Charles Ballance, has turned out a booklet which we can well imagine has been a film world sensation in India. We certainly believe that India's business this year will perfectly reflect the wealth of optimism which the booklet reveals to India's progressive exhibitors.

Volume One, Number Ten, of London's "Paragram" will undoubtedly live long in the memories of all Paramounteers of Great Britain and Ireland. It is the de-luxe issue of a great house organ and has reflected the great significance of the Silver Jubilee in a fashion which must leave an imperishable record of the event in the mind of every member of Mr. J. C. Graham's fine organization. Perhaps the finest feature of the entire issue was the large section devoted to reminiscences of those Paramounteers who have been with the British organization over a long span of years. Some of them, notably London District Manager Harold Walker (who was with the company which subsequently became Paramount Film Service), and General Sales Manager Montagu Goldman

INTERNATIONAL HONORS PAID TO OUTSTANDING PARAMOUNTEERS

Adolph Zukor has been officially advised that he has been made a Commendatore of the Crown of Italy by King Victor Emanuel III, being the first man in the motion picture industry to receive this high honor which corresponds in rank to the French Legion of Honor.

Presentation of the decoration will be made by the Italian Ambassador in Washington, D. C., when Mr. Zukor makes his next trip East in March. The Italian honor is Italy's tribute to Mr. Zukor on the occasion of his Silver Jubilee, which has been observed in all parts of the world where motion pictures are shown.

Another Paramounteer honored was Charles Campbell, Paris representative of the Legal Department, who has been made a Knight of the Legion of Honor by the Government of France, according to advices received in New York.

Still another Paramounteer to be honored is Cesare Aboaf, Division Manager for Northern Italy, who has had bestowed on him the order of Knight (Cavaliere) of the Croix of Italy for his national services to Italy.

and Secretary Edward Ayres, go back far beyond the 20-year mark. We would like to be able to name all of the old-timers here, but space limitations prohibit. Besides, "Paragrams" Editor F. L. C. Thomas has done a splendid job of recording such news in his grand issue.



"SIGN OF THE CROSS" IN CAIRO

Despatches from Egypt, conveyed through the French organization's publication, La Paramount Francaise, tell of the great acclaim accorded the Cecil B. de Mille production, "Sign of the Cross" at the Royal Cinema in Cairo. Shown above is a section of the crowd which attended the premiere. The scene is at the buffet supper in the theatre's lobby. M. Maurice Faraut, Paramount manager in Cairo, is shown marked with a cross.

We mourn with our President, Mr. Barney Balaban, in the passing of his Mother, Mrs. Goldie Balaban Levin, who died February 19th.

We report, also, with profound regret, the passing of Robert Rosenthal, Paramount's agent general in Switzerland, who died suddenly, March 1st.



Mr. York and Mr. Bengt Janzon, left.
(Story on Page 5)

STORARTADE NYHETER OM ETT UNDERBART AR

Det är stora nyheter, som omtalas i detta häfte. Först av alla komma nyheterna om tävlingsresultaten. Sverige lyser som landet i täten av alla, medan påpekat det viktiga att vara i första ledet från början, och det tyckes som om Mr. York och herrarna och damerna i hans territorium ha kommit överens om att vinna de priser, som vi skrev om förra månaden, och som vi omtala igen i detta häfte.

Det är också av den allra största vikt denna månad att få trycka allt, som berättas om, hur Adolph Zukors silverjubileum firades i alla delar av världen. Det är vår stora sorg, att utrymmet inte tillåter att nämna alla de individer, som gjorde ett så stort arbete som tack till den man, som grundade vårt bolag. Men vi kunna alla vara övertygade om, att Mr. Zukor sätter ett oerhört värde på allt ni gjort, och skulle vilja tacka eder alla från botten av sitt hjärta personligen för alla de många bevis på den tillgivenhet, ni visat honom.

Denna månad delgiva vi nyheten om, att Mr. Harry Hunter har blivit utnämnd till vår avdelningschef i Australien och Nya Zeeland, var posten stod tom till följd av Mr. John E. Kennebeck bortgång. Mr. Hunter har för mer än femton år varit Paramounts chef i Washington, D. C., där han gjort bekantskap med diplomater från alla delar av världen, och han har tack vare detta fått en verkligt internationell syn på ting. Många medlemmar av Paramounts utländska Legion känna honom personligen, och alla äro ense om, att han är den idealiska personen för denna svåra post.

Paramountärer världen över komma att glädja sig med Mr. Zukor för den hedersbetygelse, som italienska governmentet tilldelat honom. Paramounts grundläggare har fått titeln av Kommendör i Italien tack vare, vad han gjort för filmen, och också till följd av hans silverjubileum detta år som högsta chef för Paramount.

Nu när Cecil B. DeMilles film, "The Plainsman" gör en så stor succé över hela världen, komma alla Paramountärer att glädja sig åt nyheten, att han just påbörjat inspelningen av "The Buccaneer", efter den sanna livs berättelsen från den välkända piratens, Jean Lafitte, liv. Denna film kommer att framvisa en samling av de mest välkända skådespelare, som Mr. DeMille någonsin har

IMPORTANTI NOTIZIE DI UN ANNO IMPORTANTE

Questo numero contiene notizie di grande importanza. In primo luogo vi sono i risultati iniziali del Concorso. La Svezia e' alla testa del gruppo internazionale con il Signor Carlo P. York a capo della divisione. Più volte e' stato ripetuto quanto valga prendere immediatamente la precedenza: ora sembra che il Signor York, con gli assistenti e le assistenti del suo territorio, abbiano gli occhi fissi sui premi di cui demmo notizia il mese passato, notizia che ripetiamo in altra parte di questo numero.

Anche di primaria importanza in questo mese e' la parte dedicata alla descrizione delle cerimonie svoltesi in tutto il mondo per celebrare il venticinquesimo anniversario di Adolfo Zukor. Solamente ci duole che lo spazio non ci abbia permesso di dare particolari notizie del lavoro individualmente compiuto in onore del fondatore della nostra Compagnia. Ma potete esser certi che il Sig. Zukor ha apprezzato lo sforzo di ognuno dal profondo del cuore e che sarebbe felice di poter a ciascuno di voi rendere le sue azioni di grazia per quanto avete fatto in suo favore.

Questo mese registriamo poi la nomina del Sig. Harry Hunter al posto di direttore generale in Australia e Nuova Zelanda, posto recentemente reso vacante dalla morte del Sig. John E. Kennebeck. Il Signor Hunter e' stato, per oltre quindici anni l' direttore della sezione della Paramount a Washington, D. C. dove il continuo contatto con diplomatici di ogni parte del Globo, gli ha conferito una chiara visione internazionale. Molti membri della Legione Straniera della Paramount lo conoscono personalmente e tutti convengono nel ritenerlo quale persona ideale per occupare il difficile posto cui e' stato destinato.

Tutti gli associati alla Paramount, in qualunque parte del mondo essi siano, saranno orgogliosi nell'apprendere la notizia del grande onore tributato recentemente dal Governo Italiano al Sig. Zukor. Il fondatore della Paramount e' stato fatto Commendatore della Corona d'Italia in riconoscimento del suo grande contributo al progresso della cinematografia, cogliendo l'occasione, pel conferimento dell'onorificenza, delle sue Nozze d'Argento con la Paramount.

Ora che la produzione di Cecil B. de Mille "The Plainsman" ha provato di essere un così grande successo ovunque, i Paramountini saranno lieti di apprendere che egli, di questi giorni, ne ha cominciato un'altra dal titolo "Il Pirata" basata sulla vita del leggendario pirata Jean Lafitte. La nuova produzione avra' il più importante complesso artistico che il Signor de Mille abbia mai diretto.

arbetat med inen och samma film.

Kameraarbetet har just avslutats på fyra stora filmer i Paramounts ateljé i Hollywood. Dessa äro "Souls at Sea," "High, Wide and Handsome," "Swing High, Swing Low" and "Waikiki Wedding." Och detta trots att endast två månader av år 1937 ha förflutit. Vår allra största tävlan är

GROSSE NEUIGKEITEN IN EINEM GROSSEN JAHR

In dieser Ausgabe befinden sich besonders viele wichtige Nachrichten. Da ist z. B. die Bekanntgabe der ersten Filialstände des neuen Wettbewerbes. Schweden führt im Ländertwettstreit und Herr Carl P. York steht an der Spitze der führenden Abteilung. Es ist in diesen Spalten schon manches über den grossen Vorteil eines guten, frühen Startes gesagt worden und wir fragen uns unwillkürlich: Hat Herr York und sein Staff sich diesen Rat zu Herzen genommen? Lieblinge! er mit den im vorigen Monat besprochenen Preisen?—Zu Ihrer Orientierung liessen wir in dieser Ausgabe nochmals alle Einzelheiten des neuen Wettbewerbes zum Abdruck gelangen.

Ein anderes wichtiges Kapitel dieses Monats ist die ausführliche Beschreibung wie man Herrn Adolph Zukor's Silberjubiläum in allen Teilen der Welt gefeiert hat. Wir bedauern nur, dass es infolge Platzmangels unmöglich ist, alle Einzelheiten der vorbildlichen Arrangements wiedergeben zu können, die zur Ehrung des Gründers unserer Firma in allen Erdteilen unternommen worden sind. Eins ist aber sicher: Herr Zukor dankt Ihnen Allen von ganzem Herzen für Ihre rührende Aufmerksamkeit und Ihre vielen Mühen und wünscht sich nichts sehnlicher, als das er jedem Einzelnen von Ihnen persönlich seinen Dank aussprechen könnte!

Ferner können wir in diesem Monat Herrn Harry Hunters' Ernennung zum Generaldirektor von Australien und Neuseeland verkünden. Die Vakanz entstand, wie Ihnen allen bekannt ist, durch das jähe Ableben von Herrn John B. Kennebeck.—Von Herrn Hunters lässt sich sagen, dass er seit über 15 Jahren Filialleiter unserer Washington, D. C. Filiale ist, und dass er seinen scharfsichtigen internationalen Weitblick dem ständigen Kontakt mit Diplomaten aus aller Welt verdankt. Herr Hunters ist den meisten Mitgliedern der Auslandsabteilung wohl bekannt und man ist allgemein der Ansicht, dass er bei Weitem die geeignetste Persönlichkeit für diesen überaus verantwortlichen Posten ist.

Herr Zukor freut sich, und mit ihm alle Paramountler, über die ihm wiederfahrene Ehrung von Seiten der Italienischen Regierung anlässlich seines Silberjubiläums. Man hat ihn als Anerkennung für seine Verdienste um die Filmindustrie zum Kommandanten der Italienischen Krone ernannt.

Kaum hat Cecil B. de Mille sich mit seinem neuen Paramount Superfilm "The Plainsman" die ersten Lorbeeren erobert, so beginnt er auch schon die Arbeit an seinem nächsten grossen Paramountfilm "The Buccaneer", dem das Leben des weltbekannten Piraten Jean Lafitte zu Grunde liegt. Dieser neue Film wird die fantastischste Rollenbesetzung aufweisen, die je einem Cecil B. de Mille Film beschieden war.

Soeben ist im Paramount Hollywood Atelier die Kameraarbeit an vier neuen Paramount Grossfilmen beendet worden, und zwar an "Souls at Sea," "High, Wide and Handsome," "Swing High, Swing Low" und "Waikiki Wedding." Und dabei

just nu i full gång—och vi komma att utvidga denna tävlan med de allra största filmer, som Paramount någonsin har gjort.

GRANDES NOUVELLES POUR UNE GRANDE ANNEE

Il y a de nombreuses grandes nouvelles dans ce numéro. D'abord, il y a les premiers résultats du Concours. La Suède brille à l'avant-plan, tandis que Carl F. York est à la tête de la division gagnante. Nous avons souvent insisté sur l'importance d'un bon départ, et il semble maintenant que M. York et le personnel de son territoire mirent tout droit vers ces prix que nous avons décrits le mois dernier, et qui sont de nouveau mentionnés dans ce numéro.

Egalement d'importance majeure dans ce numéro est l'espace consacré à la manière dont le jubilé d'argent de M. Adolph Zukor a été célébré dans le monde entier. Nous regrettons seulement que l'espace disponible ne nous permet pas une mention individuelle de tout le magnifique travail exécuté en l'honneur du fondateur de notre compagnie. Mais vous pouvez être sûr que M. l'apprecie du fond du coeur, et serait fort heureux s'il pouvait remercier chacun de vous personnellement de ce que vous avez fait pour lui.

Ce mois nous vous annonçons la nomination de M. Harry Hunter qui succède au poste de directeur-gérant en Australie et Nouvelle-Zélande laissé vacant récemment par la mort de M. John E. Kennebeck. M. Hunter, depuis plus de 15 ans, a été gérant de la succursale à Washington, D. C., où son contact avec les diplomates de toutes les parties du monde lui a donné une réelle perspective internationale. De nombreux membres de la Légion Etrangère de Paramount le connaissent personnellement, et tous sont d'accord qu'il est la personne idéale pour remplir ce poste difficile.

Les Paramountais du monde entier se réjouiront avec M. Zukor de l'honneur qui a été accordé à ce dernier récemment par le gouvernement italien. Le fondateur de Paramount a été créé Commandeur de la Couronne d'Italie en reconnaissance de ses grands services à la cinématographie et à l'occasion de son Jubilé d'argent avec Paramount cette année.

Maintenant que la production Cecil B. de Mille "The Plainsman" se révèle comme un grand succès dans le monde entier, les Paramountais seront heureux d'apprendre qu'il vient de commencer une nouvelle oeuvre "The Buccaneer," basée sur la vie du célèbre pirate Jean Lafitte. Ce film aura une des plus importantes compagnies d'acteurs qui furent jamais sous la direction de M. de Mille.

On est occupé à finir à Hollywood dans les Studios Paramount le tournage de quatre puissantes productions. Ce sont: "Souls at Sea," "High, Wide and Handsome," "Swing High, Swing Low" et "Waikiki Wedding." Et ce pendant seulement deux mois de 1937 ont passé. Nous avons devant nous maintenant le plus grand grand concours de tous les temps, et nous allons augmenter son élan par la plus grande collection de grands films dans l'histoire de Paramount.

sind doch erst zwei Monate des neuen Produktionsjahres abgelaufen. Wir haben den gewaltigsten Wettbewerb seit dem Bestehen unserer Firma, und wir haben Filme teils fertiggestellt teils in Arbeit, die unbedingt anspornen sollten den Wettbewerb in neu ungeahnte Bahnen zu leiten. Es ist ein grosses Jahr und wir erwarten ausser gewöhnliche Dinge!

GRANDES NOTICIAS DE UN AÑO GRANDE

—Importante, según corresponde a la calidad de ellas, es el lugar que ocupan las noticias en este número. Mencionemos, para empezar, la de los primeros resultados del Concurso en que brilla Suecia a la cabeza y aparece así don Carlos P. York capitaneando la división que ha ganado la delantera. Bien sabido es, y de ello se ha hablado aquí muchas veces, cuánto contribuye al buen resultado final la ventaja ganada desde el comienzo. A juzgar por ésta, el señor York y sus legionarios y legionarias van muy encaminados a los premios de que dimos noticia el mes pasado y volvemos a darla ahora en otro lugar del presente número.

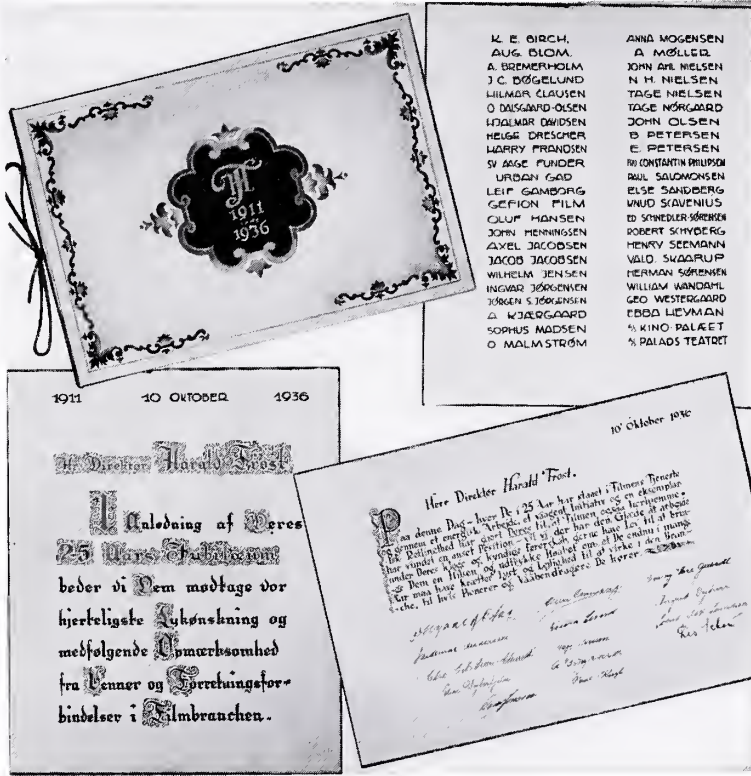
—De primera importancia es también la información referente al modo como se han festejado en todo el mundo las bodas de plata de don Adolph Zukor con el cine. Lo único que sentimos es que el espacio no nos haya permitido tratar separadamente de cada una de las espléndidas demostraciones de que ha sido objeto el fundador de la Paramount. Estén, empero, seguros quienes las llevaron a cabo, de que el señor Zukor les queda profundamente agradecido, y de que nada le complacería tanto como poder manifestarlo así personalmente a cada uno de ellos.

—Damos cuenta este mes del nombramiento de don Harry Hunter para el cargo de director-gerente en Australia y en la Nueva Zelandia, el cual había quedado vacante por fallecimiento de don John E. Kennebeck. El señor Hunter ha sido durante más de quince años gerente de la Paramount en Washington, empleo que, al ponerlo en relación frecuente con diplomáticos de todas las naciones, le hizo habituarse a mirar las cosas desde un punto de vista cosmopolita. Abundan en la Legión de la Paramount los que conocen al señor Hunter por haber tenido el gusto de tratarlo personalmente, y todos ellos convienen en que es el hombre ideal para el delicado cargo que acaba de encomendársele.

—No habrá paramountista que no se sienta lleno de satisfacción con la honrosa muestra de deferencia que el Gobierno de Roma le ha dado a don Adolph Zukor al elegir el año en que se celebran sus bodas de plata con el cine y el vigésimoquinto de la fundación de la Paramount para nombrarlo Comendador de la Corona de Italia en reconocimiento a su gran labor en pro del adelanto de la cinematografía.

—Motivo de satisfacción será asimismo para los paramountistas el saber que Cecil B. de Mille, cuya producción "El Llanero" ("The Plainsman") es en estos días triunfo mundial, acaba de dar comienzo a otra, "El Buceanero" ("The Buccaneer"), tema de la cual son las hazañas del famoso pirata Jean Lafitte, y cuyo reparto sobrepasa entre los más notables de las películas del incomparable director.

—Van corridos apenas los dos primeros meses de 1937, y está ya al terminarse en Hollywood en los Estudios de la Paramount la toma de escenas de cuatro extraordinarias películas: "Almas en el mar" ("Souls At Sea"), "Alegre y feliz" ("High, Wide and Handsome"), "La danza de la vida" ("Swing High, Swing Low") y "Boda en Waikiki" ("Waikiki Wedding"). Es que éste es el año en que se está efectuando el mayor de los



ANOTHER SILVER JUBILEE

Late last year Mr. Harald Frost, manager of Denmark, celebrated his Silver Jubilee in the service of Paramount. He had then been with the organizations distributing Paramount product continuously for a quarter of a century. So on the Tenth of October his fellow Paramounters in Copenhagen staged a silver jubilee celebration, and it is our great pleasure to reproduce above the several pages of the souvenir book presented to him as a memento of the occasion.

GROOT NIEUWS BETREFFENDE EEN GROOT JAAR

Er is veel nieuws van groot belang in deze editie. Ten eerste, de aanvangs stand van het nieuwe concours. Zweden treedt naar voren als het leidende land, terwijl Carl P. York aan het hoofd staat van de divisie, die de leiding heeft verworven. We hebben meer dan eens gehamerd op de waarde van een voorsprong in zulk een concours, en het wil ons voorkomen, dat de heer York en de zijnen met begeerlijke oogen naar de prijzen kijken, die wij de vorige maand en wederom in deze editie bekend gemaakt hebben.

Van veel interesse is ook het verslag van de vieringen van het zilveren jubileum van den Heer Adolph Zukor in de gehele wereld. Gebrek aan plaatsruimte is het enige wat ons belet melding te maken van alle individuele prestaties ter eere van den oprichter van onze maatschappij. Wij geven U evenwel de overtuiging, dat de Heer Zukor het uit den grond van zijn hart apprecieert en niets liever zou doen, dan U persoonlijk bedanken voor al hetgeen ge voor hem hebt gedaan.

Deze maand vermelden wij de benoeming van den heer Harry Hunter tot directeur van de Australische divisie, een vacature ontstaan door het overlijden van den heer John Kennebeck. De heer Hunter is vele jaren werkzaam geweest als directeur van ons bijkantoor te Washington, waar

zijn contact met buitenlandse diplomaten hem een goed inzicht gaf in onze internationale relaties. Vele leden van ons Vreemden Legioen kennen hem persoonlijk en zien in hem den geschiktsten man voor dezen moeilijken post.

Alle Paramounters zullen zich verheugen over de huldiging van den Heer Zukor door het Italiaansche Gouvernement. Paramount's oprichter is benoemd tot Commandatore van de Italiaansche Kroon uit erkentelijkheid voor zijn groote bijdrage tot ontwikkeling der filmindustrie en wegens de viering van zijn zilveren jubileum.

Nu dat Cecil B. deMille's productie "The Plainsman" overal met uitbundig succes is begroet, zal het onze Paramounters genoegen doen te hooren, dat hij reeds begonnen is aan "The Buccaneer," gebaseerd op het leven van den befaamden piraat, Jean Lafitte. Voor de vertolking der voorname rollen in deze film, heeft Paramount een groot aantal sterren samen gebracht, dan ooit te voren onder leiding van den heer deMille.

Vier imposante producties staan thans in Hollywood voor de camera. Te weten: "Souls at Sea," "High, Wide and Handsome," "Swing High, Swing Low" en "Waikiki Wedding." En 1937 is pas twee maanden oud. We zitten midden in een belangrijk concours en dat concours zullen wij steunen met een reeks succesfilms.

NOTICIARIO DE UM ANNO GRANDIOSO

Varias noticias de importancia inserimos neste numero. Em primeiro lugar, cumpre dizer que damos os resultados iniciais do nosso novo Con-

curso, pelos quaes verão que a Suecia tomou a dianteira, com Mr. Carl P. York capitaneando a divisão. Mais de uma vez temos chamado a atenção dos nossos amigos para a vantagem de desde o começo pôr-se uma divisão adiante dos contendores, e pela attitude de Mr. York e seus legionarios, parece que todos, no seu territorio, estão dispostos a manter até o fim essa posição de destaque,

Faeto tambem de importancia é o publicarmos neste numero a promettida reportagem internacional sobre a festa do Jubileu de Mr. Zukor, obscuro que foi por todo o mundo. Sentimos entretanto que nos haja faltado espaço, afim de podermos incluir noticia de todos os tributos prestados ao nosso homenageado. Mas, a cada um dos membros da nossa familia no estrangeiro envia Mr. Zukor seus sinecosos agradecimentos pelo concurso que prestaram para o maior brilhantismo do seu Jubileu.

Temos o prazer de annunciar a nomeação de Mr. Harry Hunter para o posto de director-gerente do departamento da Australia e Nova Zelandia, em virtude do fallecimento ali do antigo gerente, Mr. John E. Kennebeck. Mr. Hunter está com a Paramount ha mais de quinze annos, tendo gerido com muita proficiencia a nossa succursal de Washington, e ali, na capital, pode elle travar relações com os diplomatas de todo o mundo, o que lhe ampliou as perspectivas internacionais. Muitos membros da nossa legião estrangeira conhecem Mr. Hunter pessoalmente e hão de se regosijar com a sua escolha para o novo posto.

Motivo é de contentamento, para nós e todos os legionarios estrangeiros, o tributo de honra prestado a Mr. Zukor pelo governo italiano, que lhe conferiu as insignias de "Commandatore," não só em reconhecimento pelos serviços por elle prestados á Cinematographia mundial, como num gesto de associação do mesmo governo ás festas do seu Jubileu.

Agora, que o filme de Cecil B. de Mille "Jornadas Heroicas" está fazendo tanto successo aqui e onde já foi exhibido, folgamos em annunciar que o fulgurante director já está trabalhando na sua nova produção, "O Buceaneiro" (The Buccaneer), que se baseia na vida de Jean Lafitte, o celebrado pirata. O filme terá o elenco de primeiro.

Do estudio nos informam que estão findos os filmes "Navio Negroiro" (Souls at Sea), "Em busca da Felicidade" (High, Wide and Handsome), "A Dança da Vida" (Swing High, Swing Low) e "Casamento em Waikiki" (Waikiki Wedding). Tudo isso, e o anno de 1937 mal se inicia. Por ahí já vêem o valor da nossa nova produção.

SR. VASCO ABREU PASSES

It is with the deepest regret that we report the death, on February 1st, of Sr. Vasco Abreu in Rio de Janeiro, Brazil.

Sr. Vasco has for many years been a staunch and loyal Paramounteer, filling the post of director of publicity and advertising for all of Brazil in thoroughly capable fashion.

We offer our most heartfelt condolences to those he left behind.

APRIL BIRTHDAYS

- 1 Mr. Rudd London
Mr. P. Blaise Lille
Mr. E. Lefevre Paris
Mrs. Y. Roche Algiers
Miss M. Bradley Liverpool
Mr. Brown Leeds
Miss Carter London
Mr. Greenaway London
Miss Woods London
- 2 Miss M. Szenkier Warsaw
Miss Purkiss London
Miss R. Rowe Manchester
Mr. C. Borie Barcelona
Mrs. Keeling London
Miss Clarkson London
Miss Burgess London
- 3 Miss Dafter London
Miss L. Mille Marseilles
Mr. H. G. Gower Auckland
Miss G. Concalves Rio de Janeiro
E. Latimer Birmingham
Mr. McMahon London
- 4 Mr. J. Beck Amsterdam
Mr. E. Vecchioni Naples
Mrs. M. Bourbotte Lille
Miss S. Giraud Paris
Mr. J. Rifflet Bruxelles
Mr. A. B. Benavent Valencia
Mr. I. L. Bensusan Seville
Mr. G. P. Vallar Mexico
Mr. C. Mirams Melbourne
Mr. O. R. Pais Bahia Blanca
Miss L. Brown Glasgow
Miss Gasworthy London
Miss Tissotti London
Miss James London
Miss Lyness London
- 5 Mr. F. King London
Mr. J. M. Ritchie Dublin
Mr. J. White Glasgow
Mr. P. Salles Paris
Miss M. Guinier Marseilles
Mr. I. Toyoda Tokyo
Miss Carleton London
Mr. Meadows London
Mr. G. Tugwell Cardiff
- 6 Miss A. Banaszkiwicz Warsaw
Miss A. Lohar Panama
Mr. Hawkins London
Mrs. O. G. Belgodere Florence
Mr. R. Mohr Paris
Mr. R. Viglione B. Aires
Mr. Cherry Newcastle
Miss Shorten Newcastle
Miss Agate London
Mr. Gammon London
Miss Darnell London
Mr. Durrant London
- 7 A. Solcova Czecho-Slovakia
Mr. B. Simmons Birmingham
Mr. A. Morisi Paris
Mr. M. Planas Barcelona
Mr. Roberts London
Miss Pearson Cardiff
- 8 E. Mohan-Paraiianu Bucarest
H. Ornova Czecho-Slovakia
Miss Jordan London
Mr. R. Pinte Paris
Mrs. B. de Lajartre Paris
Miss A. Zabala Barcelona
Mr. E. Caine Liverpool
Miss Ingram London
Mr. Cooper London
- 9 G. Koszegi Budapest
Miss Higgins London
Miss W. Savage London
Mrs. Phillips Cardiff
Miss E. Grote Manchester
Mr. P. Lion Paris
Mrs. Smith London
Mr. S. Sasho Tokyo
Miss T. Gonzalez Madrid
Mr. S. Craig Wellington
Miss M. Forrester Adelaide
Mr. Wilson London
Mr. A. Stanbridge London
- 10 Mr. M. Rosenfeld Home Office
Mr. M. Harbinson London
B. Thomson Newcastle
Mr. A. Ronci Italy



One of the aptest names ever given a giant ship of the air was that given to the first of a new fleet of TWA sleeper-planes put into operation between New York City and Hollywood. Above is seen Cecil B. de Mille in the top control of the ship, with Helen Burgess, also of "The Plainsman," in the airmail chamber. Below is Jimmy Ellison, who plays the role of 'Buffalo Bill' in "The Plainsman."

- Mr. J. V. Gomis Barcelona
Mr. H. Varcoe Brisbane
Mr. P. Boehm Montevideo
Mr. D. Fernandez Montevideo
Mr. I. Sanchez San Juan
Mr. E. Lloyd Manchester
Mr. Burt London
Mr. Bones London
Miss Eslick London
- 11 Miss White London
Mrs. L. Cremer Bruxelles
Mr. O. Sartori Paris
Miss C. Trier Strasbourg
Mr. A. Marti Barcelona
Mr. G. W. Hendrie Sydney
Miss Spackman London
- 12 Mr. J. Van Gansen Paris
Mr. K. Yoshitake Fukuoka
Miss B. Urrutia Lima
Mrs. Smith London
- 13 Mr. J. F. Flannery Sydney
Miss P. G. Ventura B. Aires
Mr. Muat Liverpool
Mrs. Turner Cardiff
- 14 Mr. J. Sachs Amsterdam
Mr. A. Persson Denmark
O. Radl Czecho-Slovakia
Mr. F. LaSpina Catania
Mr. G. Bernazzani Milan
Miss Y. Coussirat Paris
Mr. F. Abadal Barcelona
Mr. S. Heldon Sydney
Mr. A. F. Ure Sydney
Mrs. H. dos Santos R. d. Janeiro
Miss J. Brewin Leeds
Miss Lough Newcastle
Miss Abensur London
- 15 Mr. S. Daniel Warsaw
Mr. Z. Lapinski Warsaw
Mr. Maxfield London
Miss P. Blum Leeds
Miss A. Montanari Rome
Mr. A. Lemire Reims
Mr. J. Paris Paris
Mr. S. V. Batet Barcelona
- B. G. Basabe Bilbao
Miss K. Ingham Leeds
Miss Gaynor Manchester
Mr. Earls London
- 16 Miss E. Lockerbie Glasgow
Mr. G. Hoshina Tokyo
Mr. F. C. Roberts Melbourne
Mr. R. Mulzet Buenos Aires
Miss L. Tostes Rio de Janeiro
Mr. G. Galbraith Glasgow
Miss A. Barr Glasgow
Mr. Law London
Mr. Gunns London
- 17 J. P. Cummins Dublin
Miss I. Neil Glasgow
Mr. W. Craven Leeds
Mrs. D. Mulot Paris
Mr. N. Calogero Tunin
Miss M. Schumacher Basel
Mr. A. R. Sancho Seville
Mr. F. Kant Berlin
Mr. R. Young Wellington
Mr. Carson Liverpool
Mrs. O'Brien Cardiff
Mr. W. Batten London
Miss Banner London
- 18 Mr. G. Selen Finland
Miss Gall London
Miss C. Bergmann Berlin
Mrs. R. Lennon Melbourne
Mr. Hall Newcastle
Miss E. Harrison Manchester
Mr. Currie London
Miss Loosemore London
- 19 Mr. R. Frier London
Mrs. C. Conen Lille
Mr. F. Coll Barcelona
Miss M. Fabregas Barcelona
Mr. A. Nagel Berlin
Mr. R. V. Baumbach Dusseldorf
Mr. J. Ortiz San Juan
J. Farrington Birmingham
Miss E. Whitley Leeds
- 20 Mr. H. J. Remmelenkamp, Amsterdam

- A. Ehrlichova Czecho-Slovakia
Mr. S. Paris Glasgow
Miss M. Tebb Manchester
Miss F. Clens Bruxelles
Mr. F. B. Thompson Auckland
Miss W. Rodger Glasgow
Miss M. Henderson Glasgow
Miss Jeffreys Cardiff
Miss E. Rowland Mexico
- 21 Miss Nolan London
Miss Martin Glasgow
Mr. R. Botella Algiers
Miss G. Lohmann Francfort
Mr. L. A. Cunnew Adelaide
Mrs. D. Richardson Sydney
Mr. E. Small Sydney
Mr. Vernon Manchester
Mr. B. Cowie Glasgow
Miss Abrahams London
Mrs. Down Cardiff
Mr. G. Harding Brisbane
- 22 T. Morera Cuba
Mr. Grahame London
Miss M. Brighthouse Liverpool
Mr. J. Daclman Bruxelles
Mr. W. Mertens Dusseldorf
Mrs. F. Skidmore Sydney
Mr. D. West Glasgow
Mr. C. Munyard London
Mr. Grainger London
- 23 Mr. H. Mascaras Casablanca
Mr. R. Arias Barcelona
Mr. J. X. Roger Barcelona
Mr. M. A. Oliveira Lisbon
Miss B. Duff Leeds
Mr. C. Dorman Glasgow
Miss Cracknell London
Mrs. Beakhurst London
- 24 Miss M. Baron Liverpool
Mr. L. Pastoret Lille
Mr. A. Rousseaux Paris
Miss E. Bohnke Berlin
Miss V. Chatfield Brisbane
Miss McCaerthy London
Mr. K. Stieglitz Vienna
- 25 Mrs. L. Balfet Lyon
Miss H. de la Puente Madrid
Mr. R. H. Lawn Perth
Mr. J. P. Donohue San Juan
Mr. W. O'Brien Liverpool
Miss Spencer Newcastle
Mr. Wrangles London
Mrs. Bentley London
- 26 Mr. J. Grovas Mexico
Miss Bennett London
Miss McClareh Manchester
Mr. C. Cartledge Sydney
Miss R. Brown Leeds
Mr. H. Murray Manchester
Mr. D. Marshall Manchester
Mrs. Melver Glasgow
- 27 Mr. Syer London
Mr. M. Benoit Marseilles
Mr. C. E. Henderson Melbourne
Mr. C. Hillbourne Auckland
Miss Lee Leeds
Mr. Patmore London
Miss Hickey London
- 28 Mr. Carl P. York Stockholm
Mr. T. Kerr London
Miss Ellison London
Miss J. Milroy Glasgow
Mr. B. Hardy Manchester
Mr. H. Lesnard Paris
Mr. T. Makita Tokyo
Mr. Crocker London
Miss Edwards London
- 29 Mr. P. Flodin Stockholm
Mr. A. Bisgaard Copenhagen
Miss F. N. Ramirez Seville
Mr. H. A. Stead Melbourne
Mr. H. Waterman Melbourne
Miss Sultman Newcastle
Miss Lovejoy London
E. Turner Cardiff
- 30 Miss N. Tasker Liverpool
Mr. J. Pellerin Reims
Miss A. Walde Reims
Mr. A. Dupre Paris
Mr. R. Tramp Paris
Miss S. Lorenz Berlin
Miss Rockcliff Liverpool
Mr. Emmott Manchester
Mr. F. Morris Glasgow

Paramount's INTERNATIONAL NEWS

APRIL 1, 1937



VOLUME 4, No. 4

CALENDAR FOR 1937																											
JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	1	2	..	1	2	3	4	5	6	..	1	2	3	4	5	6	1	2	3
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13	4	5	6	7	8	9	10
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20	11	12	13	14	15	16	17
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	18	19	20	21	22	23	24
24	25	26	27	28	29	30	28	28	29	30	31	25	26	27	28	29	30	..
31
MAY							JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	1	2	..	1	2	3	4	5	6	1	2	3	4	1	2	3	4	5	6	7
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31	29	30	31
30	31	30	31
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
..	3	4	1	2	1	2	3	4	5	6	1	2	3	4
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
26	27	28	29	30	24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	..
..	31

JUNE 30, 1937

At this point in the year's progress, the manager of the **country** leading the race will receive \$500 in cash. Manager of second country \$300. Manager of the third country \$200.

Also, manager of leading branch within leading country will get \$300, manager of leading branch in second country will get \$200, manager of leading branch in third country, \$100.

In one-branch countries the additional prize will go to assistant manager, booker, or next person in command.

DECEMBER 31, 1937

At this point on the calendar, representing the Race's end, the Division Manager of the Winning Division will receive \$750 in cash; Division Manager of the second division \$500 in cash; Division Manager of third division, \$350.

Additionally, the entire staff of the winning branch of the winning division, receive 3 weeks' salary additional; entire staff of winning branch in second division, 2 weeks' salary additional; entire staff of winning branch in third division, 1 week's salary additional.

RECAPITULATION. Here is a re-announcement of the prizes to all Legionnaires, for winning in this greatest of all International Contests. Your attention is specifically drawn to the fact that the prizes awarded at the half-way mark in the contest refer to **Countries**: the prizes at the end of the contest refer to **Divisions**.

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 4

April, 1937

No. 4

SUPER-WHAM

Last month we editorialized on the subject of the great January business registered by the Domestic Department. Our heading then was "Wham!" Now we've got to go to a "Super-Wham," in order to emphatically tell you that Paramount's domestic business for January and February represents a 27% increase over a corresponding period in 1936.

EUROPEWARDS

Mr. Hicks sailed for Europe on board the "Normandie" on March 18. He expects to be away about seven weeks and will visit several countries. He will have with him on these visits some celluloid highlights of Paramount films now in the concluding stages of production in Hollywood and these are calculated to give a very firm idea of the high calibre of motion pictures now being made under Mr. Zukor's direction.

SPAIN

With this issue we resume the publication of news concerning the Paramount organization in Spain. A strife which has been the agonized tortures of a nation has obscured the fate of scores of members of Paramount's International Legion. We have worried endlessly about them, but have been able to do nothing concrete but wait, wait, wait until the war clouds rolled aside a little and permitted us a glimpse of our Paramounteers. This has happened momentarily, and it is our fondest hope that it will happen more and more frequently.

BANZAI

Our hip-hip-hooraying loudspeaker is certainly turned on full blast in appreciation of Tom Cochrane's magnificent publicity in behalf of the Silver Jubilee and the presentation of "The Plainsman." For the latter picture he secured in the powerful newspaper Nichi-Nichi the most influential spread of film publicity ever accorded any motion picture in Japan. It would have seemed almost unbelievable in the cold type of one of Tom's conservative letters, but he sent instead the actual publicity blast itself. Coming to Home Office on St. Patrick's Day as it did, all that we could do was to face the West and raise a hand in salute to the Irish Lord of the Orient.

SNOW

Paramount is completing a comedy-romance with a snow background, and this time it is actual snow that is being used. The film has been shot almost in its entirety at the snow resort known as Sun Valley, Idaho, where a replica of the outstanding carnival centre of St. Moritz has been erected. We have seen none of the film yet, but we have seen hundreds of still photographs of action. Hence it is our firm conviction that "I Met Him in Paris," starring Claudette Colbert with Melvyn Douglas and Robert Young, will contain the most stirring snow action yet seen in American pictures.

COCKTAILS FOR ALL

The origin of the cocktail has been discovered by Cecil B. DeMille and will be shown on the screen in his next film.

Searching the French quarter of New Orleans for data to be used in making "The Buccaneer," which he will start filming at once, DeMille learned that the cocktail began right there.

According to tradition, the cocktail was invented by A. A. Peychaud, a pharmacist who possessed a secret Santo Domingan formula for bitters and mixed the bitters with brandy in old fashioned double-ended egg cups.

The egg cup, called a coquetier, thus became the christening fount of the cocktail. Pronounced "ko-k-tay," it was improperly called a "cock-tay" by those who could not accurately pronounce the French. Americans began calling the cups and the famous libation Peychaud served in them "cocktails" as a joke.

This will be brought into "The Buccaneer," DeMille said, in the way he presented the introduction of the "cigareet" to the West by Jack McCall in "The Plainsman."

while the scenic qualities of the film will be the equal of a trip to the Alps. You might profitably bear these qualities of the picture in mind when discussing it from a sales standpoint.

GAAL

We are pleased to confirm here that our earlier enthusiasm for Francisca Gaal has been substantiated by Cecil B. deMille's selection of this famous young Hungarian star for the role of his leading woman in "Buccaneer," one of the most important Paramount pictures in years. Miss Gaal has won out over scores of other famous stars, winning tremendous laurels in her first American picture. All of the appearances point to the ascendancy of a new Paramount star.

VIKINGS

York for the Division Leaders, and Sweden for the Countries, top the Standings again this month. An old adage thereby seems to be working out in the truthful fashion customary of old adages. "First to the Lead: First to the Winning Post" is the adage we have in mind. Only in this particular race there are two winning posts, one at the halfway mark, and one at the finish. We haven't consulted the odds that are being flung around the world by gentlemen with sporting blood in their veins, but the chances are that right now the odds on Carl York's Vikings are not very long ones, and are almost certainly bound to shorten if their present pace continues.

ZUKOR

The Silver Jubilee tributes continue to roll in from all corners of the globe, and stack by stack the Zukor memorabilia grows. We are firm in our belief that the Studio should be able to find a small area of space for the foundation of a film museum which will not only hold the world's Silver Jubilee tribute to Adolph Zukor, but which will also be a repository for the archives of the Company.

POSSESSIONS

On Pages Six and Seven of this issue we have essayed the experiment of showing a few of the many possessions which may pass into the lives of those Paramounteers who may win prizes through their own efforts and the cooperation of their immediate associates. The prizes, we believe, are liberal enough to permit of their materially changing for the better the lives of the people winning them. In other words, everybody wants something which appears to be just slightly out of reach, but the possessing of which can mean something important. The fine prizes which Paramount has placed within the reach of Paramount Legionnaires everywhere should make the attainment of those desires possible. Our department of 'desires' this week shows a few of the possessions which can come to Paramounteers if their efforts on behalf of the International Contest are just sufficiently strong enough.

FIRST

Paramount will be the *first* film company in the world to get onto the screens of the world a melodrama based on the conflict in Spain. The picture is "The Last Train From Madrid," now being filmed.

One Language—Paramount. + One Aim—Results

CONTEST FLASHES

STANDINGS AS OF
March 1, 1937

1937

So we're **FIRST**
again, hey?
Then **FIRST** we
stay.

—YORK*

1937

SECOND now is
better than **Fourth**
last month.

—GROVES*

1937

This being **THIRD**
is much better
than **Fifth**.

—ABOAF*

1937

FOURTH this
month. We'll be
up again next
month.

—COCHRANE

1937

FIFTH this time.
But we'll battle
back again.

—KLARSFELD

1937

SIXTH again. The
Blue Ribbons
can better that.

—HUNTER

1937

SEVENTH twice in
a row. Watch us
next month!

—SCHAEFER

1937

EIGHTH is at least
one point better
than last month.

—GRAHAM

1937

NINTH doesn't
please us. We
want **First** — and
only **First**.

—DAY

1937

TENTH is two
points up the lad-
der for us. Splen-
did!

—EALLANCE

1937

Those two eyes of
ELEVENTH don't
look so good.

—PRATCHETT

1937

TWELFTH is not
synonymous with
Chile. Must change
it!

—DEL VILLAR

1937

THIRTEENTH,
heh! Well good-
bye Summer, here
comes **First**.

—NATHAN

YORK'S VIKINGS STILL LEAD. BUT GROVES AND ABOAF ARE DOING A ZOOM!

The microphoned reports around this page indicate a bunch of major changes among the Divisions. It's been an important month of February, and some of the Countries have been reflecting this importance with switches de-luxe. It appears to be that Carl York and Sweden have something of a hammerlock on the leading spots, emphasized through their practical acceptance of the creed that the early leader is the final leader; nevertheless, some of the other detachments are already making great bids. Look at them:

This month	Last month	This month	Last Month
1 *Sweden	1	17 Peru	13
2 *Finland	3	18 Puerto Rico	19
3 *Philippines	4	19 Brazil	14
4 *Straits-Java	9	20 Poland	25
5 *Italy	10	21 India	22
6 France	6	22 Colombia	16
7 Jugo Slavia	2	23 Hungary	27
8 Japan	5	24 Guatemala	20
9 China	7	25 Panama	21
10 Czecho-Slovakia	17	26 Denmark	30
11 Australia-N. Z.	11	27 Chile	26
12 Norway	12	28 Cuba	24
13 Great Britain	15	29 Germany	28
14 Holland	8	30 Austria	29
15 Mexico	18	31 Argentine	31
16 Roumania	23	32 Uruguay	32

* Over Quota

NOTHING HALTED THE ZUKOR JUBILEE



Special Adolph Zukor Silver Jubilee poster on display in the Barcelona (Spain) head office.

WAR-TORN SPAIN STILL ABLE TO CELEBRATE A. Z. SILVER JUBILEE AND SCREEN PARAMOUNT

Despite the bloody conflict raging in other parts of the country, Barcelona still found time to celebrate the Silver Jubilee of Adolph Zukor. One feature of this celebration was the premiere of "The Last Outpost," itself a grand Paramount action picture with a war motivation.

It is gratifying to again have news regarding Spain in these columns, and it is our earnest hope that the very near future will see so much of a return to normalcy that we will be able to chron-

icle news concerning scores of Paramanteers who have not been heard from for a great many months.



Exterior of the Cinema Unio Coral presenting "La Ultima Avanzada" ("The Last Outpost").

It is significant of the world's affection for the founder of Paramount that no force arose throughout the entire length and breadth of the world to halt in any way the world's tribute to Adolph Zukor. It was by all odds the most warm-hearted, most affectionate, most complete tribute the world has ever paid a personality in the film business.

We have been enabled to reflect but an infinitesimal section of the grand tribute throughout these columns; but week by week the entire story is stacking up in the evidence forwarded from the globe's four corners and one of these days it will be completely assembled in one spot. Meanwhile the

(Continued on Page 9)

COMPREHENSIVE PUBLICITY FOR PARAMOUNT'S SILVER JUBILEE



A remarkably comprehensive publicity campaign was carried out by Paramount to mark the recent Adolph Zukor Silver Jubilee. One of the features of the campaign was the spontaneous manner in which many provincial houses co-operated to make their own individual gesture to the popular Paramount personality. Illustrations numbered 1, 2, 4, 5, 18, 19, 20 and 21 are of displays in some of these provincial halls. Numbers 3, 6, 7, 9, 11, 12, 13, 14, 15, 16 and 17 illustrate the various spectacular displays arranged at all the Paramount provincial offices, while numbers 8 and 10 are pictures of the decorated head office of the company in London. It is safe to say that every province town throughout the province had a considerable hand in this country-wide gesture.

JUBILEE SCRAPBOOKS

There are still many places in the world to be heard from with respect to Adolph Zukor Silver Jubilee scrapbooks. If you are sending your book directly to Hollywood, please be sure and send a copy of your advice to Home Office so that the records there may be kept complete. Remember that we want every country represented in the Jubilee collection.

ENGLAND'S MIGHTY COUNTRYWIDE TRIBUTE

Herewith, illustrated in a double-spread in the prominent British trade-paper, "The Cinema," is a fraction of the mighty tribute paid Mr. Zukor in the 1937 Silver Jubilee celebration. Here are many theatres which arrayed themselves as they have never been arrayed before: here is also the exterior of Paramount's Head Office in London in festive garb: here, most of all, is the tribute of England, Ireland, Scotland and Wales to the Paramount founder who, more than anyone else in the world, made motion pictures the world's best-loved entertainment.

Carrying A Name to World Wide Fame

BIG PICTURE PARADE IS ON!

STUDIO FLASHES

"Make Way for Tomorrow" is the new and final title of "The Years Are So Long," which features Victor Moore, Beulah Bondi, Barbara Reed.

The cast of Arthur Hornblow's production, "Easy Living," is headed by Jean Arthur, Edward Arnold and Ray Milland. It looks like being the sprightliest Paramount comedy in years.

Bing Crosby's next picture to follow "Waikiki Wedding" will be "Double Or Nothing."

"Mountain Music" has Bob Burns, Martha Raye, Terry Walker and John Howard heading the cast. It's a "feudin' farce."

"Artists and Models," which stacks up in advance as a grand Paramount musical, has Jack Benny and Dorothy Lamour in the leads.

Lynne Overman's next comedy will be "A Night of Mystery."

Elizabeth Patterson, featured in "High, Wide and Handsome," has received a new Paramount contract.

Also recipient of a new Paramount contract is Akim Tamiroff.

Cecil Lewis, English author and Vice President of the British Broadcasting Company is at work in the studio on a treatment of Paramount's forthcoming picture, "Man With Wings," which will trace the development of aviation from its earliest days up to the present.

Emanuel Cohen is placing "Midnight Madonna" in work with Warren William and Mady Corell featured.



STAR-MAKER GREETES ONE OF HIS EARLY STARS

A Hollywood visitor during the early stages of Mr. Zukor's Silver Jubilee celebrations was petite Marguerite Clark Williams, who as Marguerite Clark was one of Mr. Zukor's earliest and most successful stars. Miss Clark later married Major Williams, one of America's foremost fliers, and retired from the screen. Her husband was recently killed in an air crash and Mrs. Williams paid her first visit to a film studio since her retirement when she journeyed from her home in New Orleans to see the man who had made her a world renowned film figure.



THE SEXTETTE FROM "HIGH, WIDE AND HANDSOME"

When "High, Wide and Handsome" is endorsed as one of the finest musical romances of all time, many of the laurels will go to this charming lady and these five men. Glimpsed in the studio, they are: Arthur Hornblow, Jr., associate producer of the picture; Jerome Kern, composer of its music; Adolph Zukor, Paramount's generalissimo of production; Irene Dunne, co-star; Randolph Scott, co-star; Rouben Mamoulian, director.

"JUNGLE PRINCESS" HAS MADE INDIA HER CAPTIVE

There's no doubt whatsoever regarding the approval which the picturegoers of India have lavished on Paramount's jungle film, "The Jungle Princess." In a cable to Mr. Hicks, sent from Calcutta, General Manager Charles Ballance voiced the following acclamation:

"JUNGLE PRINCESS" HAD SPLENDID RECEPTION BOMBAY, CALCUTTA. FINE MASS ATTRACTION. EXCELLENT BUSINESS EVERYWHERE ASSURED. DOROTHY LAMOUR ENCHANTING. FILM BEAUTIFULLY ACTED, SUSTAINED INTEREST AND CLEVER COMEDY RELIEF. A COMPLETELY SATISFYING SHOWMANSHIP PICTURE. EAGERLY AWAITING ANNOUNCEMENT OF "JUNGLE" SUCCESSOR AND FUTURE APPEARANCES OF STAR. CONGRATULATIONS MR. ZUKOR AND ALL CONCERNED.

For the benefit of Mr. Ballance and all others who have voiced delight over the picture and its star, we have chronicled Miss Lamour's future appearances elsewhere.

"Forlorn River" will be the next Zane Grey Western made by Paramount. No cast names have yet been announced.

"Make Way for Tomorrow" will be the final release title of the picture hitherto referred to as "The Years Are So Long."

Ben Blue, the grand comic in "College Holiday," has been given a prominent role in "Artists and Models."

Mona Barrie, Australian player, has an important role in Claudette Colbert's picture, "I Met Him in Paris."

B. P. SCHULBERG

This is Ben P. Schulberg, producer of "John Meade's Woman," whose picture, "A Doctor's Diary," and star, John Trent, were erroneously credited to another producer in last month's issue.

This error was all the more excusable when one recalls the astute piece of showmanship sense on Mr. Schulberg's part which won John Trent to the screen.

We promise not to err again when "Her Husband Lies" reaches us, for advance tips forecast an excellent piece of melodrama, with Ricardo Cortez, Gail Patrick and Akim Tamiroff in the featured roles.



"Swing High, Swing Low" and "Waikiki Wedding" have rolled into Home Office and the welkin has rung loud and long. "Souls At Sea" is in the final stages of editing and pretty soon it will be preview time for this mightiest Paramount Picture in a long while.

And in the meantime, Cecil B. deMille has concluded his exploratory survey of the territory surrounding the Gulf of Mexico and the Caribbean Sea and is all set to commence work on "Buccaneer."

The product-ammunition for our Greatest Contest seems to at last be on the way!

The picture heretofore known as "Exclusive" will be released under the title of "Things Began to Happen." Frances Farmer, Fred MacMurray and Charlie Ruggles will have the chief roles.

Paramount has given a term contract to Gustav Wally, continental player who has appeared on the stage in Paris, Berlin, London, Vienna and the Scandinavian capitals.

Grant Richards, New York stage player, will have the role of Philo Vance in "A Night Of Mystery," which Paramount is making under E. A. Dupont's direction.



DOROTHY LAMOUR

This lovely lady scored so instantaneous a hit as "The Jungle Princess" that we have been overwhelmed with inquiries concerning her next Paramount appearance. She'll be seen very soon in "Swing High, Swing Low." Then in "High, Wide and Handsome," and following that as the leading woman in "Artists and Models."

Over the Globe for Our Greatest Year

TWENTY-FOUR HOURS IN



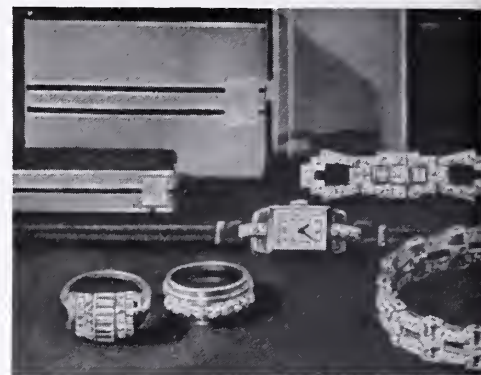
Travel (above) and Automobile (below) are two of the priceless souvenirs of the great Contest which can come to Paramounteers who breast the tape first in the international race.



CARL YORK is our model for this series not as our tipped selection as the winner of the Contest, but for the logical reason that he has had his Vikings leading since the Contest began.

He is here posed as a typical contest winner, viewing with apparent glee many of the things that can be purchased, or partly financed, by the prizes which are offered in connection with the contest.

There's no doubting the definite fact that being a prize winner in this contest can definitely re-shape the lives of some very fortunate Paramounteers by giving them some of the gifts of a lifetime that up till now have been just out of reach.



Winners can satisfy appetites for Adornment Household Needs, Hobbies in this Contest. These are possessions giving permanent pleasure and are moreover tangible symbols of victorious achievement. Carl York wouldn't be alone in desire to win such baubles.



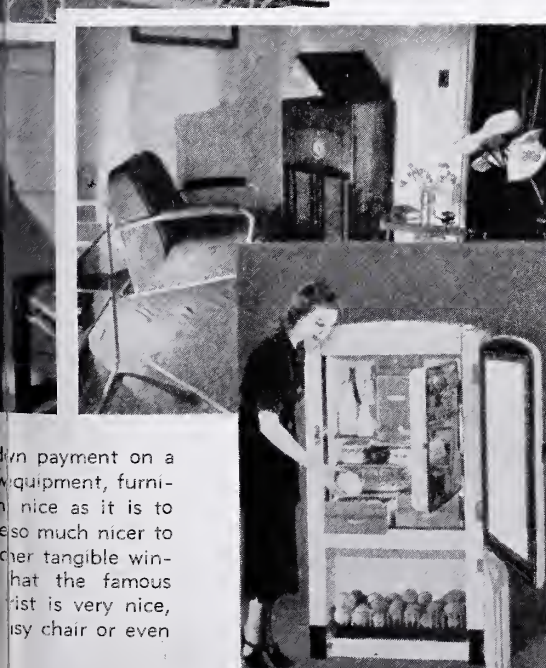
Inclusion in the list of prize-winners can mean a home of your own: it can certainly also mean a wide range of furniture, comforts, etc., for the home that you already have. Look back altruistically on a contest that you helped win. Look back on a suit of furniture, a refrigerator, a radio, a winning souvenir that victory provided you with. "Gentlemen Prefer Blondes" young lady said: "A diamond bracelet lasts much longer." So will a nice modern carpet.

THE LIFE OF A CONTEST WINNER

Mrs. Contest Winner will be glad of your victory, too. For her it will mean new clothes and other symbols of her beauty. For contest winning by Paramounters is a family affair; and the prizes are liberal enough for spreading over the entire average family. But remember that early leaders are almost always eventual winners.



For the pet-lovers among the Contestants victory will bring that grand horse, or litter of dalmatians; or perhaps a nest of squirrels or a bowl of skalar. Or perhaps a couple of polo ponies for the sporting bloods of our ranks.



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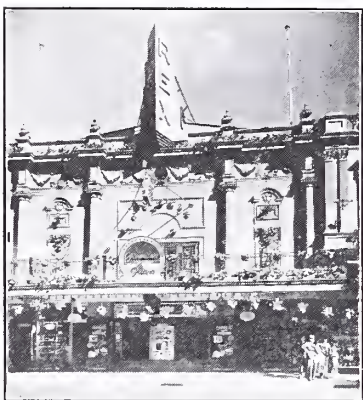


Even the children can benefit. A magnificent modern piano can become a symbol of contest winning on the part of the family's head; or, if there is already a piano—then your winnings can provide the inspired tuition you've always wanted for your child.



POPEYE'S SPINACH STILLS THRILLS SPANISH FANS

It is the midst of Spain's warring tumult there is still time for films, and especially those of Popeye the Sailor. Reproduced above is the exterior of the Popeye Cafe in Barcelona, the picture having been made only a couple of weeks ago by Mr. F. K. Abbott, representative in Spain of Paramount's French Newsreel. Mr. Abbott wanted to get some people in the picture, but they were all in a neighboring theatre looking at Popeye the Sailor on the screen.



STAUNCH PARAMOUNT SUPPORTER

This is the Rex Theatre in Adelaide, Australia, where Paramount pictures and releases are played for 52 weeks out of every year. You will kindly notice how modest the management is where the Paramount Trade Mark is concerned. And this on the part of an independent exhibitor.

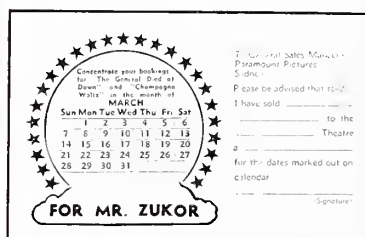
INITIAL SCENES FOR "ANGEL" FILMED IN ENGLAND

Ernst Lubitsch is being the same stickler for authenticity in his new picture that he was with "Desire." In that case the scenes in Spain were actually made in Spain. In "Angel" the English scenes are being made in London under the direction of John Mock. These scenes take place at Victoria Station and at Ascot during the running of the Derby.

EXPLOITATION

COULDN'T SEE THE STREET FOR THE QUEUES

In one of the London filmtrade papers we have seen a flashlight picture of the crowd in Jermyn Street, London, waiting to enter the Plaza Theatre to see Cecil B. deMille's production, "The Plainsman." We have had to take the paper's word for it that the street was so dense that it covered the street—and quite a large part of the theatre. The caption further said that "A four years' record was broken by the first week-end's business."

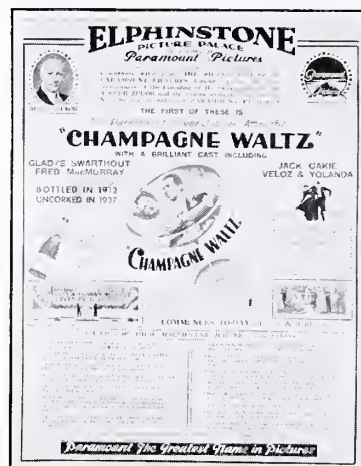


MAKING MARCH A MIGHTY MERRY MONTH

Illustrated here is one of the several fine sales stunts employed by General Sales Manager William Hurworth to produce extra results from his selling force. It consists of a pledge card mailed by him to all branch managers, salesmen and bookers, to be completed by them and returned to him. The fact that the card went through the mails meant that it carried truthful reports, for no one would think of using the Australian mails to defraud.



On Page 10 there are several splendid examples of Italian publicity and exploitation. Here is one more sample—a panel measuring 5 feet by 7 feet, displaying superimposed cut-out figures on a background of wood, executed by our Florence Branch, and advertising "The General Died At Dawn." Mighty fine work, from our point of view.



One of many dynamic repercussions of the World Wide celebration of the Silver Jubilee is this reproduction of a full page advertisement from Calcutta, India. General Manager Charles Ballance engineered this smashing advertising tribute to our Company's founder—and surely it would be hard to eclipse this tribute to Paramount proffered by an exhibitor.

LONDON PLAZA'S "PLAINSMAN" SEASON STILL CONTINUES

Elsewhere we have told of the great success scored by Cecil B. deMille's "The Plainsman" at the Plaza Theatre, London. Now comes word that the picture ran for four capacity weeks, the first picture since the memorable season of "Ruggles of Red Gap" to do this.

And not only that, but at the conclusion of the four weeks the film was switched to the Carlton, where it is continuing successfully—and indefinitely.

FINE CUBAN PUBLICITY

Manager J. D. Rapoport left no exploitation stone unturned in connection with the celebration of Paramount's Silver Jubilee for Adolph Zukor. At left is a huge cutout in the lobby of the theatre releasing "Champagne Waltz," with Mr. Rapoport himself at the left for size comparison. At right is an effective tie-up with Philco Radio for "Radio Bar," and in the lower photograph is a lobby cut-out for the same picture.



HOUSE ORGAN PARADE

The parade was headed this past month by the early arrival of another snappy issue of Jugo-Slavia's "Paramountov glasnik," radiant with news about "Souls at Sea" and the great things that the Jugo-Slavian exhibitors can expect from this epic. There was also liberal space for "Maid of Salem," and as usual the Paramount Trade Mark scored.

Editor F. L. C. Thomas has produced a fine issue of London's "The Paragram" to signalize the return to England of Managing Director John Cecil Graham. The issue tells in detail of Mr. Graham's impressions of the various Adolph Zukor celebrations, the spirit found in the Studio, and most of all about the high calibre of the forthcoming product. In this issue we find also Mr. Graham's appraisal of his own Division as he found it following its care at the hands of General Sales Manager Montague Goldman during his (Mr. Graham's) absence. He says that so far as the Bulldog Division's expectations during the 1937 Contest are concerned, "There will be no holding them!" The same issue of "The Paragram" pictures the Adolph Zukor Birthday celebrations at Liverpool and Glasgow, and evidently a grand time was had by all. The cartooned personality of the issue was Mr. Jimmy Stratford, Traffic Manager, and a firm friend of all of the territories which have direct business dealings with the Bulldog Division.

Roumania's "Gazeta Paramount" is appearing in a new and extremely interesting make-up. We have received the February issue, which is amply illustrated, a procedure that we are in sympathy with for we believe that pictures are most essential in selling motion pictures.

Another fine exponent of this creed is India's "Paramount Service," the newest, and finest, issue of which has just come to hand. That Paramount publicity organization in Calcutta is certainly entitled to a lot of credit.

—And Our Progress Leaves Behind Us, Trade Marks in the Sands of Time

ZUKOR JUBILEE

(Continued from Page 4)

vast wave of sentiment kindled for Paramount through this glowing gesture is spreading throughout the world. True to the axiom that an organization is but the lengthening shadow of its founder, sentiment for Paramount is today at a higher peak than it has ever been, and in this respect alone (apart from all considerations of the tremendous tribute paid Mr. Zukor) the Silver Jubilee must be counted a priceless success.

"PARAMOUNT FRANCAISE" AGAIN THRILLS

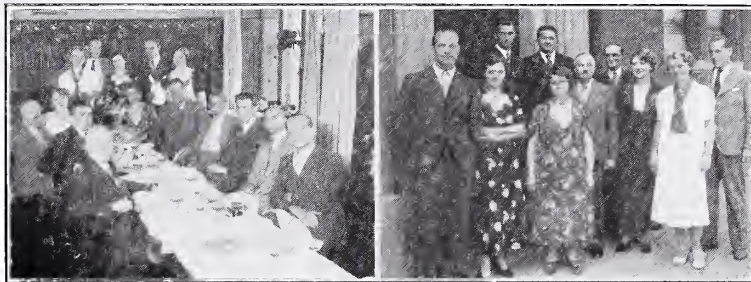
Once again, just at press time, we are compelled to halt proceedings to include in the issue a complimentary piece about the publication put out by our organization in France. "Paramount Francaise," February-March number, is another of those events which call forth all of the superlatives in our nature. It is definitely a grand issue, devoting its news not alone to Paramount organization activities, but also to the fine achievements of those alert French exhibitors, without whose alertness there would be no Paramount organization in France.



MEETS "THE GENERAL"

B. A. Proulx, Paramount's Hong-kong (China) Manager offers this proof that "The General Didn't Die At Dawn," for here he is with Akim Tamiroff, who played the role of The General. The picture was snapped during Mr. Proulx's recent visit to the Hollywood studio en route back to China after a home visit and Home Office conferences. The picture was taken on the set of "King of Gamblers," which features Mr. Tamiroff with Lloyd Nolan and Claire Trevor.

PARAMOUNT PERSONALITIES



WHEN STRASBOURG FAREWELLED M. MARCEL COLLIN

Here are two scenes at the farewell party that the Strasbourg (France) exchange gave Branch Manager Marcel Collin on the occasion of his promotion. At the left is the luncheon, the guests being, reading left to right around the table: M. Ullmo, film critic of "Dernieres Nouvelles de Strasbourg"; M. Collin, M. Bischoff; Mmes. Bibert and Trier; M. Weber; Mlle. Bossenmayer; Mme. Taglang; M.M. Gross, Pozar, Jean, Francois, Vistraet and Fischbach. In the group outside the exchange are: M. Fischbach, salesman; Mlle. Bossenmayer, clerk; MM. Francois and Collin; Mme. Taglang, office manager; M. Bischoff, film examiner; M. Gross, despatch; Mmes. Bibert, secretary, and Trier, publicity head; M. Weber, accountant.

WARSAW BRANCH PARTIED FOR ADOPH ZUKOR

The Silver Jubilee of Adolph Zukor was fittingly observed in Poland, the Paramounteers at Warsaw holding a grand party, at which the Lemberg branch manager was also present. We are pleased to picture the party herewith, and to identify the Paramounteers present as follows:

Front row, left to right: Mr. S. Gindelevitz, Miss H. Gantz, Mr. M. Czaban (Warsaw branch manager), Mrs. M. Fisman, Miss M. Kornblum, Mr. S. Tyktin (Lemberg branch manager), Mrs. L. Silberstein. Second row: Mr. A. Gradstein, Mrs. T. Widerszal, Mrs. T. Fizelevitz, Mrs. L. Feniksztin, Mr. L. Koczyk, Miss A. Krüger, Mr. S. Daniel. Third row: Mr. P. Krolak, Mrs. A. Banaskiewicz, Mr. M. Rychter, Mrs. H. Godlewska, Mrs. S. Lapinska, Mr. M. Silberstein, Mr. L. Mindelzun, Mr. W. Bem.

SUBLIME TRIBUTES

The passing of time has brought to our desk an array of truly stirring tributes to three fine Paramounteers who have gone over the Great Divide during recent months.

The Australian organization's publication has eulogized, in tributes which must linger whenever memory lasts, the many fine qualities exemplified by John E. Kennebeck.

And in Switzerland the burial of Robert Rosenthal was marked by eulogies which testified to the fine and kindly life lived by this grand member of our Paramount family.

From Brazil have come the tributes to the memory of Vasco Abreu, telling us what we have known for so long—that here was a man whose life was all unselfishness and devotion to duty.

We are indebted to La Paramount Francaise for this picture of the Paramounteers of the Alger Exchange. They are, seated: M. Botella, cashier; Mme. Roche, booker; M. Robert Rochefort, branch manager; Mme. Ayache, secretary; M. Pecour, booker. Standing: M. Meziane Ben Mohamed; Mme. Portaz, examiner; Mlle. Desprez, publicity; Mme. Salort, examiner; M. Said, maintenance.



THE PARAMOUNTEERS OF ALGERIA, NORTH AFRICA

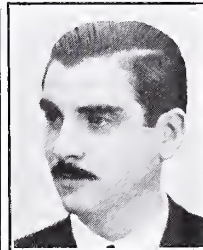
ARGENTINE PARAMOUNTEERS GIVEN MERITED PROMOTIONS

Managing Director John B. Nathan has advised Vice President John W. Hicks of the following promotions in the ranks of the Paramounteers of Argentina, Uruguay and Paraguay:

Manager A. E. Rosenberger has been promoted from the managership of Santa Fé to be Chief Booker in the Buenos Aires Head Office. Mr.



Antonio Santamaría



A. E. Rosenberger

Rosenberger thus climaxes a very notable career in several of the territory's branch offices by achieving this important post in Buenos Aires.

Mr. Joaquín Colomer has been transferred from Rosario to replace Mr. Rosenberger as manager. Mr. Juan Cosa, of Córdoba, replaces Mr. Colomer in Rosario, and Mr. Santamaría of the Buenos Aires Booking Department replaces Mr. Cosa.

Mr. Nathan has stated in his report to Mr. Hicks that he is pleased and happy to make these promotions and feels that the men concerned share this pleasure. For our part we are most sincerely gratified at all times to see Paramounteers advance in their chosen profession and hasten to compliment all four men concerned.

MORE ON INDIA'S "JUNGLE PRINCESS" THRILLS

We have received still more evidence of the great reception accorded "The Jungle Princess" in India and Burma. General Manager Charles Ballance has forwarded an excellent advertisement from Calcutta showing the prominence given the picture by the Elphinstone Picture Palace there.

Our Best in the Past Will Be Surpassed

NEUIGKEITEN DES MONATS

Herr Hicks befindet sich auf seiner halbjährlichen europäischen Inspektionsreise. Er reiste am 17. März per S. S. "Normandie" von New York ab und wird sich sofort nach Paris begeben. Bevor er jedoch seine Weiterreise nach England antritt, beabsichtigt Herr Hicks diversen Balkanländern einen Besuch abzustatten.

Wir haben Ihnen schon manches Gute über unsere neuen Produktionen berichtet, aber noch lange nicht genug. Jeder, der "Swing High, Swing Low" gesehen hat, wird uns beipflichten, dass man mit diesem Film in allen Erdteilen neue Kassenrekorde aufstellen sollte. Arthur Hornblow Jr., der Regisseur dieses Filmes, zeichnet auch für die in Arbeit befindlichen Filme "Waikiki Wedding" und "High, Wide and Handsome" verantwortlich. Nach Beendigung dieser Filme wird er "Easy Living" mit Jean Arthur, Adolphe Menjou, Akim Tamiroff und Ray Milland in den Starrollen, inszenieren. Herr Hornblow scheint die Idee des Silberjubiläums im besten Sinne des Wortes erfasst zu haben.

Und da wir gerade vom Silberjubiläum sprechen, wollen wir Ihnen sogleich von dem in seinem Zeichen stehenden Wettbewerb berichten. Es sieht gerade so aus, als ob die derzeitigen Führer des Wettbewerbes es nicht nur auf die Bargeldpreise des halbjährlichen Preisausschreibens abgesehen haben, sondern als ob sie die für den Jahresabschluss gedachten grossen Preise auch gleich als Handgeld mit obendrauf nehmen wollen. Es ist noch nie dagewesen, dass ein Wettbewerb mit soviel Begeisterung gestartet wurde, wie der diesjährige. Aber das ist schliesslich auch nicht weiter verwunderlich, denn welches Mitglied der Auslandsabteilung, ganz gleich welchen Posten er oder sie bekleiden mag, ergreift nicht nur zu gern die Gelegenheit als Belohnung für besondere Leistungen bis zu 3 Wochen Gehalt zu gewinnen?

Auf Grund des durchschlagenden internationalen Erfolges von "The Jungle Princess" wenden wir unseren ganzen Einfluss im Hollywood Atelier an, in der Hoffnung, dass man uns einen weiteren Film dieser Art beschermen möge. Wir hoffen, dass unsere Bemühungen Ihren Beifall finden.

"Souls at Sea" ist fertig. — Wir erkundigten uns bei Gary Cooper, anlässlich seines New Yorker Aufenthaltes, was er von diesem Film hält und er gestand uns aufrichtig, dass es seines Erachtens nach der beste Film ist, den er in seiner Karriere gedreht hat. George Raft, den wir kurz darauf in New York interviewten, bestärkte uns nur noch mit seiner Ansicht. Beide Künstler sind dafür bekannt, dass sie sich für gewöhnlich über ihre noch nicht veröffentlichten Filme ausschweigen. Wir sind uns aus diesem Grunde schon heute darüber klar, dass "Souls at Sea" in eine Klasse für sich gehört.

Bitte, vergessen Sie nicht, Sie die Filialstände auf Seite 3 anzusehen, und überlegen Sie sich, ob Sie mit Ihrer Leistung zufrieden sind.

NOTICIARIO MENSAL

Mr. Hicks partiu para a Europa, a bordo do "Normandie," no dia 17 de Março, afim de fazer a sua costumada visita annual ao velho continente. O illustre viajante extenderá o seu passeio de observação a varios paizes europeus antes de visitar a Inglaterra.

—Tendo visto já o filme "Swing High, Swing Low" (A Dansa da Vida), podemos agora julgar com segurança da excellente qualidade das novas produções. Arthur Hornblow, Jr., produtor desse filme, terminará por estes dias "Casamento em Waikiki" (Waikiki Wedding) e "Em Busca da Felicidade" (High, Wide and Handsome) e sobre tão esplendido trio filmará ainda "Easy Living," em que Jean Arthur, Adolphe Menjou, Akim Tamiroff e Ray Milland tomarão parte. Mr. Hornblow, como vemos, está produzindo com todo o entusiasmo do nosso programma de Bódas de Prata.

—O nosso concurso de Jubileu de Mr. Zukor vae muito animado. Os participantes desse torneio parecem que não estão satisfeitos com a conquistas dos premios do primeiro semestre; querem fazer jús, por seu esforço, ao grande premio de fim de anno. De facto, não nos recordamos de um concurso, que, como este, tenha tomado a toda a organização da Paramount no estrangeiro com tanto entusiasmo. Como é sabido, o nosso torneio oferece a todos os membros da nossa Legião Estrangeira, não importa que posição occupem, o premio de tres semanas de salario adicional. É, como se vê, um bom bocado!

—Devido á grande popularidade do

NOTIZIE DEL MESE

Mr. Hicks e' partito da New York per la sua consueta visita semestrale in Europa. Si e' imbarcato sul "Normandie" il 17 Marzo, per raggiungere direttamente Parigi. Egli conta di visitare parecchie Nazioni del continente prima di andare in Inghilterra.

Avendo visto "Swing High, Swing Low" come nuovissimo campione della nuova produzione dello Studio, sappiamo che essa e' sviluppata in grande stile. Arthur Hornblow, Jr., produttore di questa cinematografia, ci dara' anche "Nozze a Waikiki"

nosso filme "A Princeza da Selva," popularidade que se manifesta por todo o mundo, o nosso estudio está empenhado na produção de um outro trabalho do mesmo feitio. Esperamos o concurso de cada um, para a realização desse desejo.

—Por fim, está terminado o "Navio Negroiro" (Souls at Sea). Falamos com Gary Cooper, quando da sua recente visita a Nova York, e delle ouvimos os maiores elogios a esse filme. De feito, na sua opinião, é o melhor trabalho cinematographico de toda a sua carreira. Da mesma forma se expressou George Raft, com quem também conversamos na sua passagem por Nova York. Ambos artistas, que em geral são meio retrahidos em falar dos seus filmes ainda não estreitados, não tiveram duvidas em afirmar as altas qualidades do já famoso "Navio Negroiro."

—Agora, volte a pagina a veja no quadro das ultimas entradas para o nosso concurso se a sua posição é satisfactoria... Se não o é, procure melhor-a.



ITALY

Italian exploitation and showmanship are making superb progress. Here's some evidence, forwarded by Publicity Director P. Sereno of Rome. At top is a fine lobby display for "Texas Rangers" executed at the Supercinema Theatre in Rome. In the centre is a corner of the booking department of the Trieste Exchange, where Count Eduardo Micheronx de Dillon is manager. At the bottom is a section of the booking department of Mr. Cesare Aboaf's exchange at Milan, with part of a fine display on "The Plainsman" in evidence.

(Waikiki Wedding) e "Alto, Grosso e Bello" (High, Wide and Handsome) e fara' seguire a queste splendide tre cinematografie "Vita facile" (Easy Living) che sara' interpretata de Jean Arthur, Adolphe Menjou, Akim Tamiroff e Ray Milland. Mr. Hornblow dimostra di essersi pienamente ispirato al Giubileo d'Argento.

La gara del Giubileo d'Argento sta prendendo impeto. I partecipanti fanno comprendere che essi non saranno soddisfatti dei premi in contanti al conteggio semestrale, ma che vogliono i grandi premi alla fine dell'anno. Tutti sanno e tutti ne traggono motivo di gioia — che ogni membro della Legione Straniera della Paramount, non importa quale sia la sua posizione, ha l'opportunità di vincere sino a tre settimane di paga addizionale. E questo non e' poco!

In seguito alla popolarita' goduta in tutto il mondo da "Principessa della Jungla" (The Jungle Princess) stiamo facendo tutta la nostra pressione sullo Studio perche' ci dia un'altra cinematografia di questo tipo. E speriamo che voi siate con noi in questo lodevole sforzo.

"Anime sul mare" (Souls at Sea) e' stata completata. Abbiamo parlato con Gary Cooper durante la sua recente visita a New York ed egli ha affermato senza alcuna esitazione che la cinematografia e' la piu' bella a cui egli abbia mai partecipato. Questa convinzione e' condivisa da George Raft, che abbiamo pure intervistato in New York. Entrambe questi attori sono usualmente reticenti sulle loro cinematografie, quando esse non sono ancora rilasciate, ma per "Anime sul Mare," non ci hanno lasciato alcun dubbio sulla grandiosita' della cinematografia.

Cercate le graduatorie della Gara a Pagina 3 e vedete se siete soddisfatti della vostra posizione personale.

HET NIEUWS VAN DE MAAND

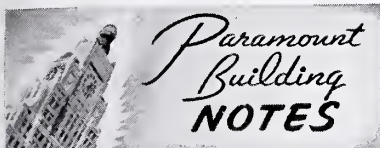
De Heer Hicks bevindt zich op zijn halfjaarlijksche inspectiereis in Europa. Hij vertrok 17 Maart met de Normandie en begaf zich onmiddellijk naar ons kantoor, te Parijs. Het ligt in zijn bedoeling verscheidene Europeesche landen te bezoeken, alvorens naar Engeland te gaan.

"Swing High, Swing Low" een van onze nieuwste films, is een aanwinst welke ons meer dan ooit de overtuiging schenkt, dat ons studio perfecte producties zal leveren. Arthur Hornblow Jr., die deze film vervaardigde, heeft ook "Waikiki Wedding" en "High, Wide and Handsome" op stapel en zal vervolgens beginnen aan "Easy Living" een film, waarin Jean Arthur, Adolphe Menjou, Akim Tamiroff en Ray Milland, de hoofdrollen zullen spelen. We kunnen niet ontkennen, dat Mr. Hornblow werkt in den geest van het Zilveren Jubileum.

Het "Zilveren Jubileum" concours is thans in het stadium van een verwoed gevecht, niet alleen om de prijzen in contanten aan het einde van de eerste helft van het jaar, doch ook om de hoofdprijzen aan het einde van het jaar. Wij herinneren ons geen concours

(Continued on Page 11)

"Souls At Sea"—Sensation of the Seven Seas



Ed. Schellhorn, assistant to Publicity Manager Charles Gartner, has been assigned to keep Paramounteers overseas posted on the doings of Paramounteers in New York's Home Office. Here-with the first of his contributions.

By Ed Schellhorn

Every month this new column will be dedicated to the activities of the foreign department employees here in New York City that may be of some interest to legionnaires abroad.

Our vote for the busiest chap of the month goes to: Charles L. Gartner. In addition to being Foreign Publicity Manager, he is president of the home office Pep Club. He officially opened the new club room and staged the annual dinner-dance at the Hotel Astor all within the month.

Managers abroad who have been getting letters from the home office for years and have wondered just who those secretarial initials stand for, may get a little enlightenment here.

Mr. Hicks' letters carry the initials E. S. in the left hand corner. Edith Salzberger is the young lady who handles the typewriter. George Weltner's letters with A. L. means Ann LeViness at the steno book. Albert Deane's P. G. finds Paula Greenwald at the key board. Charles Gartner's L. S. brings forth Linda Salzberger (sister of Edith, by the way). P. H. on Owen McClave's mail stands for Paula Halpern. Larry Flynn's S. F. is Sarah Friedman and Matilda Kass' R. S., Ruth Sanstedt. More about these young ladies at another time.

Those of you who have to do with Spanish and Portuguese translation work, should know that J. Ventura Sureda handles the Spanish title work on our pictures and is ably assisted by J. Struuck. The Spanish text of Mensajero and the press sheets are written by J. D. de Betancourt under the supervision of Paul E. Ackerman. Arturo Coelho writes all the Portuguese titles.

The foreign department's 10th floor is quite a rendezvous for stamp-collectors. Every time a new type stamp comes in from abroad there are all sorts of comparisons, trades, etc. We all collectively send our thanks to you people responsible for sending along those fine specimens.

Dutch (Continued from Page 10)

waarvoor zooveel geestdrift aan den dag werd gelegd en waarvoor elke Paramounter zich zoozeer inspande. Tot onze groote vreugde blijkt het, dat elk lid van het Vreemdenlegioen in de gelegenheid wordt gesteld een prijs te winnen. De maximum prijs, zooals bekend, is drie weken salaris. Dat is nog 's iets om voor te werken!

Tengevolge van het wereld succes van "The Jungle Princess" gebruiken wij al onzen invloed om ons studio nog zoo'n film te laten



STAR-STAR AND DIRECTOR-STAR

Here are two personalities whose names are known to the ends of the globe. Marlene Dietrich is back before the Hollywood kleigs, and Ernst Lubitsch was all set and waiting for her with the script of "Angel." Work has been proceeding steadily for the past couple of weeks, and in the estimation of those who have seen the 'rushes,' it is a greater Dietrich-Lubitsch film than "Desire."

FRANCESCA GAAL HEADED FOR STARDOM AS CHIEF LUMINARY OF DE MILLE FILM

Francesca Gaal, European stage and film star imported by Paramount, has been selected by Cecil B. DeMille to play the feminine leading role in his next production for Paramount, "The Buccaneer," in which the life story by Jean LaFitte,

CHARLES BALLANCE HAS BEEN TO RANGOON

We have received a letter from India's General Manager Charles Ballance telling of his recent business trip to Burma, with especial attention to Rangoon and Mandalay. According to Mr. Ballance it was an eminently successful trip, and he was most gratified to see the fine audience response to "The General Died At Dawn" and "The Jungle Princess."

maken. Wij hopen dat ge het hiermede eens zijt.

"Souls at Sea" is af! Wij bespreken de film met Gary Cooper, tijdens zijn bezoek aan het hoofdkantoor en hij beweerde pertinent, dat deze rolprent een van de beste is, waarin hij heeft gespeeld. Deze opinie wordt gedeeld door George Raft, dien wij eveneens op dit chapter interviewden. Beide acteurs laten zich gewoonlijk niet uit over nog niet in distributie gebrachte films, doch wat "Souls at Sea" aangaat, zijn beiden van oordeel, dat dit een van de imposantste Paramount films is.

Kijkt op pagina 3 en ziet of ge tevreden zijt met de plaats van Uw district in het concours.

patriot and privateer, will be brought to the screen for the first time.

Miss Gaal will portray the role of LaFitte's sweetheart, a part which will enable her to use to full advantage her abilities as an actress, dancer, and singer. DeMille announced his selection of the European actress after a series of tests which, he says, reveal her as a star of the near future in Hollywood-produced films.

Miss Gaal has played stage roles in nearly all of the capitals of Europe and became famous after appearing in Budapest in the title roles of "Kiki" and "Peter Pan" and as Lady Macbeth. For her work in films produced in Europe by Joe Pasternak she won the award of the International Cinema Exposition at Venice.

After screening tests of Miss Gaal and all of the nine pictures in which she has appeared, DeMille said that the actress may best be described as a combination of Helen Hayes, Mary Pickford and Elizabeth Bergner, and that he regards her as his greatest "find" for the screen since Gloria Swanson.

Miss Gaal, who speaks five languages, has been studying Eng-

MANADSNYHETERNA

Mr. Hicks har avrest från New York på sin sedvanliga halvårliga resa till Europa. Han for på Normandie den 17de mars raka vägen till Paris. Han ämnar besöka ett flertal land på kontinenten innan han far till England.

Då vi nu ha beskådat "Swing High, Swing Low", så veta vi att de nya filmer, som komma från vår atelje, äro minst sagt finfina. Arthur Hornblow Junior, som står får inspelningen av denna film, har också tagit under sina vingar "Waikiki Wedding" och "High, Wide and Handsome," och kommer att följa denna utmärkta treklang m.c. "Easy Living", i vilken Jean Arthur, Adolphe Menjou, Akim Tamiroff och Ray Milland spela huvudrollerna. Det tycks verkligen som om Mr. Hornblow har gripits av silverjubileumsandan.

Silverjubileumstävlans momentum har tydligen stegrats, då de ledande inte tyckas vara nöjda med att bara få kassapriserna vid halvårsslutet, utan spänna alla krafter att också få de stora prisen vid årets slut. Det har ännu aldrig varit en tävlan, som har så uppgjagat våra Paramountärs fantasi. Det är ju välkänt och glädjande—att varje medlem av Paramounts utländska legion—kan vinna så mycket som tre hela veckors betalning—vad än hans eller hennes ställning är inom firmorna. Fint, inte sant?!

Tack vare "The Jungle Princess" storartade succé föröka vi vårt allra bästa att förmå de ledande krafterna i vår atelje att giva oss en film till av samma slag. Vi hoppas att ni alla hjälpa oss önska det samma.

"Souls At Sea" är nu helt färdig. Vi samtalade med Gary Cooper under hans sista New Yorksbesök och han tycks vara av den åsikten, att det är den bästa film, i vilken han någonsin spelat. George Raft, som vi också träffade i New York, var av samma åsikt. Båda dessa herrar säga ytterst litet om ännu ej utsläppta filmer, men när det kom på tal om "Souls At Sea", voro de båda två ense om, att det är en storfilm.

Vänd sidorna till ni kommer till tävlingssiffrorna på sidan 3 och se, om ni alla äro nöjda med edert läge.

"THE GENERAL" LIVES (AND HOW!) IN B. A.

"The General Died At Dawn" has eclipsed the records of "Lives of a Bengal Lancer" in Argentina, according to cables received in New York from Managing Director John B. Nathan. The picture was premiered at the Suipacha Theatre in Buenos Aires at advanced prices with the house sold out several hours before the opening.

lish with Josephine Dillon since her arrival in Hollywood two months ago and has made close observation of American film technique, her training for her Hollywood debut being under the supervision of Adolph Zukor, who arranged for her addition to Paramount's list of contract players.

An Organization is the Lengthening Shadow of its Founders

NOTICIAS DEL MES

—El señor Hicks salió de Nueva York el 17 de marzo, a bordo del *Normandie*, a fin de efectuar su gira semestral de inspección. De París, adonde irá primero, pasará luego a varias capitales de la Europa continental, y seguidamente a Inglaterra.

—Después de ver "La danza de la vida" ("Swing High, Swing Low"), que es la muestra más reciente de lo que está llevándose a cabo en los Estudios, quedamos persuadidos como nunca de que allá se filma en grande. Don Arthur Hornblow, Jr., el productor de esta película, entregará pronto otras dos, "Boda en Waikiki" ("Waikiki Wedding") y "Alegre y feliz" ("High, Wide and Handsome"). A tan espléndido trío seguirá "Vida fácil" ("Easy Living"), con Jean Arthur, Adolphe Menjou, Akim Tamiroff y Ray Milland en los papeles principales. Bien se ve que el señor Hornblow responde ampliamente al entusiasmo de las Bodas de Plata de la Paramount.

—El Concurso de las Bodas de Plata va cobrando ímpetu. Parece como que los jefes miraran no tan sólo a los premios en efectivo del primer semestre, sino a los premios mayores de fin de año. Nunca había habido un concurso que, como éste, cautivara la imaginación y despertara el entusiasmo de los paramountistas. Es cosa sabida, y motivo de general regocijo, que todo individuo de la Legión Extranjera de la Paramount, sea cual fuere su categoría, podrá ganar un premio equivalente a tres semanas de sueldo. Vale la pena, ¿no es cierto?

GEORGE RAFT RETURNS TO DANCING FILMS

For a long while now there has been a world-wide clamor for a return of George Raft to the type of role he pioneered so magnificently—and with such fine box-office success—in "Rhumba" and "Bolero." The prayer has been answered by the Studio's announcement that Mr. Raft will re-enter the ballroom in "On With the Dance." If it is the type of film that we have every right to hope it will be, then there should at once be a succession of "bravos!" reverberating to the ends of the earth.

—En vista del éxito mundial de "La Princesa de la Selva" ("The Jungle Princess"), estamos haciendo todo lo posible para lograr que los Estudios nos den otra película del mismo género. Confiamos en que encontraremos quienes nos secunden.

—Se ha terminado ya la filmación de "Almas en el mar" ("Souls At Sea"). Gary Cooper, con quien habíamos hace poco, cuando estuvo en Nueva York, cree que de todas las películas en que ha trabajado ninguna iguala a ésta. George Raft, al cual entrevistamos aquí en Nueva York, opina lo mismo por lo que a sus películas toca. Ha de advertirse que ambos actores son muy poco inclinados a emitir opinión acerca de películas en que ellos trabajen, mientras que no las hayan estrenado. Pero en esta ocasión ambos han opinado en forma que no deja la menor duda de la excelencia de "Almas en el mar."

—En la página 3 hallará el lector datos relativos a las posiciones del Concurso. Vea si le satisface la suya, y si no... ¡a mejorarla!

LES NOUVELLES DU MOIS

M. Hicks a quitté New York pour son habituelle visite semestrielle en Europe. Il s'est embarqué à bord de la *Normandie* le 17 mars se rendant directement à Paris. Il se propose de visiter plusieurs pays du Continent avant d'aller en Angleterre.

Ayant vu "Swing High, Swing Low" comme le tout dernier échantillon de la production, nous savons que celle-ci nous arrive en grand style. Arthur Hornblow, Jr., qui a dirigé ce film, se prépare à nous livrer "Waikiki Wedding" et "High, Wide and Handsome," ajoutant à ce splendide trio "Easy Living," oeuvre dans laquelle Jean Arthur, Adolphe Menjou, Akim Tamiroff et Ray Milland brillent en étoiles. M. Hornblow semble avoir capté de la meilleure façon l'esprit du Jubilé d'Argent.

Le Concours du Jubilé d'Argent s'accélère de toute la vitesse acquise, ceux qui sont en tête montrent qu'ils ne seront pas satisfaits de gagner seulement les prix en ar-

gent à la mi-année, mais qu'ils ont des vues sur le Grand Prix de fin d'année. Jamais il n'y a eu de concours qui se soit autant emparé de l'esprit de chaque Paramountais. Chacun sait, et chacun se réjouit, que chacun des membres de la Légion Etrangère de Paramount, quelle que soit sa position, a la chance de gagner jusque trois fois son salaire extra. Ça, c'est quelque chose.

Vu la faveur mondiale qui a accueilli "The Jungle Princess," nous exerçons toute notre influence auprès du Studio pour qu'on nous donne encore un film de même genre. Nous croyons que vous partagerez notre manière de voir.

"Souls at Sea" a été terminé. Nous avons eu une conversation avec Gary Cooper lors de sa récente visite à New York, et il estime que c'est le meilleur de ses films, le meilleur dans lequel il a paru. C'est là aussi ce que pense M. Raft que nous avons aussi interviewé à New York. Tous deux se sont abstenus de commentaires sur les films qu'ils se préparent à livrer au public, mais en ce qui concerne "Souls at Sea," ils ne laissent aucun doute sur la grandeur de cette production puissante.

Revoyez donc la situation du Concours comme elle est indiquée page 5, et demandez-vous à vous-même si vous êtes satisfait de votre rang.

Charles Butterworth, following his splendid job of comedy delineation in "Swing High, Swing Low," has been placed under long term contract by Paramount. He will be seen in at least three productions during the term of the contract.

If Your Birthday Anniversary Is in MAY—You'll be Interested!

1 Miss W. Van den Berg, Amsterdam	Mr. A. MikaPrague	Miss M. Johnstone...Glasgow	Mrs. D. Davison....Singapore	25 Mr. J. GoldmanLeeds
B. JustPrague	Mr. H. Chr. Lund.....Oslo	Mr. AgostiLondon	Miss MorrisLondon	Mr. R. OltraValencia
Mr. L. EsdraRome	Mr. T. KurosuOsaka	Miss EaglesLondon	Miss E. Salzberger, Home Office	Mr. M. DonnersBruxelles
Mr. D. LeoniRome	Mr. W. GuelmanParis	12 Mr. C. Peereboom, Amsterdam	Mr. F. Kennebeck...Bombay	Mr. J. HennemannParis
Mr. G. Costantini...Florence	Miss P. Mallett...Wellington	Mr. A. ZamoraBarcelona	Mr. E. Waltasaari, Helsinki	Mr. A. SchmitzBasel
Mr. C. WeberStrasbourg	Mrs. BradleyLondon	Saat bin Djioen...Batavia	Mrs. ColeLondon	Miss CouchLondon
Mr. H. Gattermann, Marseilles	Mrs. WellingsLondon	Mr. A. Rosenberger, Mendoza	P. BennettNewcastle	26 F. LöfflerCzechoslovakia
Mr. R. WinchSydney	6 Mr. M. FrancisRome	Mr. C. ClarkeLeeds	Miss K. TakaiTokyo	Mr. M. PoirierParis
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Miss S. Tejedor...San Juan	Mr. H. FournetParis	Mr. ChameleyNewcastle	T. KarpLemberg	Miss HarrisLondon
Mr. RobinsonNewcastle	Mrs. S. ThononParis	13 Miss CottenLondon	Miss M. Laschet...Dusseldorf	27 A. MarksNewcastle
Miss Carruthers...Newcastle	Mr. M. WidyBruxelles	Mr. E. Maillett...Lyon	Mr. R. Bernard...Lyon	Mr. CroucherLondon
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	8 Mr. S. Sjostedt...Stockholm	Mrs. B. Leveaux...Lille	22 Miss E. MoirGlasgow	Mr. W. Varney...Glasgow
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	Mrs. W. Van Roen, Soerabaya			

"Souls At Sea" and "The Buccaneer"—Two Paramount Sea-Epics

Paramount's **INTERNATIONAL NEWS**

MAY 1, 1937



VOLUME 4, No. 5



ARTISTS
AND
MODELS

ANGEL

I MET
HIM
IN
PARIS

MAKE
WAY FOR
TOMOR-
ROW

HIGH
WIDE
AND
HAND-
SOME

THE LAST
TRAIN
FROM
MADRID

SOULS
AT
SEA



*The Hits Are
Coming
Are You Ready,
World ?*

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 4

May, 1937

No. 5

FIFTY

Congratulations, Carl P. York! Firstly, for being 50: Secondly, for being 50 and not looking it. And Thirdly, for being the leader in our greatest contest at the time your Fiftieth Anniversary rolled around on April 28th. We surely hope that your co-workers made the welkin ring that day.

HONORS

In this issue it is our proud task to announce that Adolph Zukor has been signally honored by the Governments of France and Italy. A distinguished representative of Italy bestowed upon Paramount's founder the insignia of Knight Commandatore of the Crown of Italy, and France's diplomatic representative in California invested him with the insignia of an Officer of the Legion of Honor. Both of these distinguished ceremonies became part of the world's affectionate salute to the man who did so much towards moulding of the world's entertainment desires.

CAVALCADE

This month it is a sheer delight to serve for your delectation a few of the plums contained in an announcement of forthcoming product. This product will in all truth be a cavalcade of cinematic confections whose chief attribute will be the fact that they have been cast in the mould of "foreign department" demand. Powerful evidence of film success abroad has been laid before the Production Department in every instance where this evidence has come to New York, backed by demands for more and more of this type of product. Now we're getting what we've wanted for so long—and it is thoroughly and completely up to us to show the producers what we can really do with the things we want when we get them.

POIGNANCY

"Make Way for Tomorrow" comes to you without any ballyhoo, without any ostentation. But then, a Mother's kiss is not bestowed with a blare of trumpets: a Mother's caressing hand is not signalled with a cacophony of sound. And so, the most sublimely moving Paramount picture made in many a long year rode into Home Office, and through Home Office to all the wide world, without a noisy build-up. This, we feel, was completely in keeping with the magnificent dignity belonging to this picture by virtue of the poignancy of its depiction of what is after all the most tragic happening that can take place during life—the tragedy of the inexorableness of growing old. And so in all sincerity we call you to witness that



FRANCISKA GAAL

Hollywood presents the new Franciska Gaal! Here's Hungary's gift to the screens of the world, now ready for the high distinction of chief female role in Cecil B. deMille's production of "Buccaneer."

here is a picture which must and shall be treated in the fine full fashion to which it is heir. Here is a picture meriting extra special handling, extra special care in seeing that it is sold under the right conditions, exhibited under the right conditions, and so handled that the studio which conceived it in a spirit of reverence shall know that it was treated with this reverence throughout the entire world.

TIMELINESS

We add herewith to the record our appreciation of the fact that our studio has grasped the full significance of timeliness in important things by being the first film company to include the immortal phrase "Gone With the Wind" in a feature picture. This 'scoop' is to be found as an integral part of "King of Gamblers," which will have release at least a full half year ahead of the picture based on the title of the book for which such a vast sum of money was paid.

PRESIDENT

As these lines reach you Paramount's President, Mr. Barney Balaban, will be in Europe on his first business survey of the organization since assuming his present high office. He sailed from New York on the Normandie on April 28th and will join Mr. Hicks in Paris. He expects to be in Europe at least two weeks, during which time he hopes to meet a great many Paramounteers personally.

ROADSHOWS

Indicative of the tremendous flow of impressive product from our Hollywood Studio is the announcement that "Souls At Sea" will be given tradeshow release in the United States some time late in June, while "High, Wide and Handsome" will be accorded the same distinction one month later. Both of these pictures are adjudged to represent such high standards of audience appeal that nothing save roadshowing can produce the high returns they merit. Additionally, the production which has already inspired an editorial on this page, "Make Way For Tomorrow," will be given the equivalent of roadshowing at the Criterion Theatre in New York City. The picture opens there in a few days and we will include the press reaction to it in our next issue.

MADRID

Reports from the studio tell us that Paramount is turning out a piece of unforgettable history in "The Last Train From Madrid." Certainly no film ever made by Paramount was undertaken with more seriousness, with a keener desire to do the correct thing by one of history's most poignant tragedies. Every step in the making of this film was charted with care, investigated fully; every detail was proven accurate, and every sympathy judged solely for its fair instructive value. Here is no loose melodrama based on a major event in history: here is history itself told in terms of instruction for the world itself to see. No sides! No sympathy towards victor or vanquished! Just a simple but powerful tale of the things that men and women do in the middle of a war. Additionally, it is the first melodrama in the entire world based on the cataclysm in Spain.

STARS

Everlastingly determined that Paramount shall continue to top the industry in stellar appeal, our Production Department is now embarked on the biggest and most determined crusade for stellar talent ever known. The Dorothy Lamour case is already known to you. (Here we have one of the greatest potential bets in the entire business, a fact already testified to by the ablest talent spotters among our competitors.) Then our Studio has acquired Franciska Gaal, whose endorsement by Cecil B. deMille is found by her presence as leading woman in "Buccaneer." Oscar Homolka has been imported from Europe for "Ebbtide," and his assured triumph in that picture will surely lead to even greater things. Names of other personalities now being negotiated for will come from the Production Department as soon as release is permissible, and it is our calm contention that when all of these players are spread on a platter before you, there will no longer be doubt in your mind regarding Paramount's possession of the greatest stellar line-up in this industry.

CONTEST FLASHES

STANDINGS AS OF
April 1, 1937
1937

Third time **FIRST**.
Looks like a Scan-
dinavian cinch.
—YORK*

1937

SECOND for the
Second time. Just
one more step.
—GROVES*

1937

Remember our
pledge last month.
Here we are,
THIRD.
—COCHRANE

1937

FOURTH. Swing
Low, Swing High—
next month.
—ABOAF

1937

FIFTH again! We'll
get a better habit
soon.
—KLARSFELD

1937

This **SIXTH** is get-
ting to be a habit:
we'll change it.
—HUNTER

1937

SEVENTH is a good
nice notch better
than Eighth.
—GRAHAM

1937

EIGHTH we don't
like as well as
Seventh. But next
month....
—SCHAEFER

1937

NINTH pleases us
less this month
than last month.
—DAY

1937

TENTH is not what
we want. Will
make a better sub-
stitute soon.
—BALLANCE

1937

ELEVENTH is a
mite better than
last month's
Twelfth.
—DEL VILLAR

1937

Los Revolucionarios
have no time for
TWELFTH.
—PRATCHETT

1937

Every guy has his
day. Los Gauchos
will better **THIR-
TEENTH**.
—NATHAN

REST OF THE WORLD CAN'T CATCH UP WITH THE SMORGASBORD DIVISION

What a merry pace Carl York and his Scandinavians are setting for the world. Particularly the Paramouteers of Sweden and Finland, both lands being so far over quota that they have carried the whole division across the quota line. And then there's Jack Groves, who is also across the quota mark. He's going to take some catching. The switches in positions have been less spectacular this month, the most noteworthy being the jumping of Japan from eighth to fifth. The following are the details as of April 1st:

This Month	Last Month	This Month	Last Month
1 *Sweden	1	17 Holland	14
2 *Finland	2	18 Brazil	19
3 *Straits	4	19 India	21
4 *Philippines	3	20 Poland	20
5 Japan	8	21 Denmark	26
6 Italy	5	22 Colombia	22
7 Jugo Slavia	7	23 Hungary	23
8 China	9	24 Chile	27
9 France	6	25 Panama	25
10 Czecho-Slovakia	10	26 Puerto Rico	18
11 Australia	11	27 Guatemala	24
12 Norway	12	28 Cuba	28
13 Roumania	16	29 Germany	29
14 Great Britain	13	30 Argentina	31
15 Peru	17	31 Austria	30
16 Mexico	15	32 Uruguay	32

* Over Quota

SILVER JUBILEE TRIBUTE CONTINUES

The avalanche of press books on the Silver Jubilee continues with thunderous density. From north, south, east and west they are pouring in on New York and Hollywood, and when the final reckoning is made, Mr. Zukor will have assembled before him the greatest press tribute ever paid a figure in the film world. On that occasion it shall be our proud privilege to have the event photographed and recorded for the benefit of those tens of thousands of Paramounters the world over who contributed so magnificently to the successful celebration of the Silver Jubilee.

FRANCE ALSO HONORED ADOLPH ZUKOR'S SILVER JUBILEE

Paramount's Founder Promoted from Chevalier to Officer of the Legion of Honor

The French Government's appreciation of all that Adolph Zukor has done for the film industry of the world was made manifest during the Silver Jubilee celebrations for Paramount's Founder in the announcement that he had been elevated to the status of Officer in the Legion of Honor. This signal honor followed by five years his installation as a Chevalier of the Legion in 1932.

Presentation of the insignia of his new office was made to Mr. Zukor during the past month, by the Consul for France in Los Angeles.



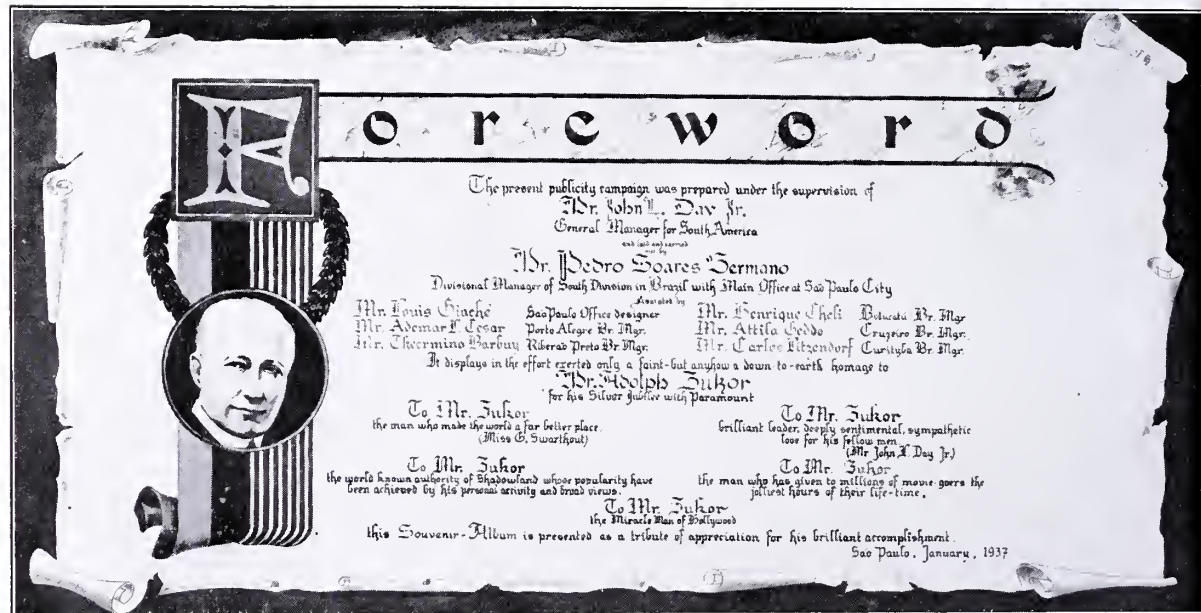
RECEIVING ITALY'S ACCOLADE

Climaxing event in the three months of Silver Jubilee celebrations was the presentation to Mr. Zukor of the insignia of Commandatore of the Royal Crown of Italy. The event took place at the magnificent dinner tendered Paramount's founder by the Motion Picture Theatre Owners of New York, at the Waldorf-Astoria in New York City. The presentation was made by His Excellency the Honorable Gaetano Vecchiotti, Consul General for Italy, who is shown with Mr. Zukor. At the right is Will H. Hays, president of the M.P.P.D.A., and at the left is William Brandt, president of the Motion Picture Theatre Owners, and chairman of the dinner.



NEW YORK'S EXHIBITORS HONOR ADOLPH ZUKOR

Some of the exhibitors, numbering more than one thousand, who foregathered at the Waldorf Astoria Hotel in New York City on the evening of March 29th to pay tribute to Paramount's Founder in the climactic event of the Silver Jubilee for Adolph Zukor. It was at this function that the insignia of Knight Commandatore of the Crown of Italy was bestowed upon Mr. Zukor. The First and Greatest Paramounteer is at the speaker's table at the top of the picture, ninth from the right. Beside Mr. Zukor is William Brandt, President of the Motion Picture Theatre Owners of New York and host of the banquet.



FINE EXHIBITOR TRIBUTE TO ADOLPH ZUKOR

Pictured at right is the staff of M. Leon Siritzky's Apollo Theatre in Bordeaux, France, assembled for the purpose of paying tribute to Adolph Zukor on the occasion of his Silver Jubilee. This tribute to Paramount's founder was personally devised by Mr. Siritzky's sons, Sammy and Joe, and by the manager of the Apollo, M. Coulon. The picture attraction at the time of the celebration was "La Legion des Damnes" ("The Texas Rangers"). It is also important to note that M. Siritzky also celebrated the Silver Jubilee in many other theatres of his important circuit.

Plans are under way, we understand, for the creation of a permanent museum for the Adolph Zukor Silver Jubilee mementoes, which now number many hundreds and represent testimonials of great intrinsic as well as sentimental value.

BRAZIL'S TRIBUTE. The Adolph Zukor Silver Jubilee scrapbook from Southern Brazil is to hand and is now in Hollywood. Above we reproduce the frontispiece to the book, which gives credit for this great expression of esteem towards Mr. Zukor to the following Paramounters: Mr. John L. Day, Jr., general manager for South America; Mr. Pedro Soares Germano, Division Manager for Southern Brazil, headquartering at Sao Paulo; Mr. Luis Clache, Sao Paulo, designer of the Book; Mr. Ademar L. Cesar, Porto Alegre branch manager; Mr. Theormino Barbuy, Riberio Preto branch manager; Mr. Henrique Cheli, Botucatu branch manager; Mr. Attila Geddo, Cruzeiro branch manager; Mr. Carlos Lizendorf, Curitiba manager.



FOREIGN NEEDS RECOGNIZED



RAVISHING ROBES

Marlene Dietrich has the finest counsel the world has to offer when she has Travis Banton for her fashion designer. They are shown here together going over some of the sketches of robes, furs and negligees worn by La Dietrich in "Angel," which is being personally directed by Ernst Lubitsch.

In re "Angel" we are tempted to quote the following piece from Columnist Skolsky's paragraphical pillar in The New York Daily News:

"... Marlene is wearing a thin, pink satin nightgown trimmed with silver lace. It is a lovely nightgown. In fact, I never saw Marlene looking more beautiful. ... Director Lubitsch now sits on the edge of the bed and shows Marlene how he wants her to be relaxing in bed when the camera moves in for the close-up. That Mr. Lubitsch, he knows everything. ... (A week later). ... In this scene Marlene is wearing a gorgeous lounging robe, and she really looks beautiful for what is supposed to be early in the morning. She looks as pretty as she did in bed. ..."

NEWS REGARDING "SOULS AT SEA" AND "HIGH, WIDE AND HANDSOME"

As this issue of Paramount International News rolls from the press so has the final shooting on both of the above epics been completed.

"Souls At Sea" was a mighty picture when first looked at in a rough cut a month ago, but Mr. Zukor wanted it to positively top every other sea epic ever made. So it was returned for additional scenes, the magnitude of which assure us of a production to bear witness to all of the great claims made in behalf of this picture. Before many more weeks have elapsed you will have seen "Souls At Sea," and been completely convinced.

Of "High, Wide and Handsome" it is Mr. Zukor's contention that this is the mightiest film of its kind ever made. Unlike "Souls At Sea," it deals with grand scale romance on the land, and it, too, (Continued on 4th Col.)

DOMINANT NEW ITEMS ON THE PARAMOUNT PRODUCTION LINE-UP

Cecil B. deMille has secured Fredric March for the role of Lafitte the Pirate in his production of "Buccaneer." Franciska Gaal, Randolph Scott and Dorothy Lamour will also be in the cast.

Oscar Homolka, famous European character actor, has been signed to a Paramount contract. His first role will be in "Ebbtide," which will be made by Henry Hathaway in Technicolor.

The full featured cast of the Arthur Hornblow production, "Easy Living," will be Edward Arnold, Jean Arthur, Ray Milland and Luis Alberni.

Frank Lloyd's new production, on an epic scale likened unto "The Plainsman," will be "An Empire Is Born."

Carole Lombard will go next to the stellar lead in "True Confession," an adaptation of a most interesting French play. The picture will be the first production assignment of Albert Lewin, who recently completed a survey of the European scene prior to taking up his Paramount duties.

"Booloo" will be made as a Paramount jungle special by Clyde Elliott, who was responsible for the production of Frank Buck's "Bring 'Em Back Alive." It will be filmed in its entirety in the Malay Peninsula, with Colin Tapley as the only white member of the cast.

Wesley Ruggles will direct "True Confession."

W. P. Lipscomb, eminent British scenarist, has been assigned the screenplay of "Beau Geste." The picture will be in Technicolor, and filming will commence as soon as the desert is habitable.

Gladys Swarthout and John Boles will definitely make the musical version of "Madame



TITO GUIZAR

The eminent screen and radio star of Latin America, who has been signed to a Paramount contract, and whose first appearance under this Company's banner will be in "The Big Broadcast of 1938."

"Butterfly," with production commencing early in June.

Richard Arlen has been

ASSURANCES FORTHCOMING FOR GREAT PRODUCT

The latest communique from the Spring Offensive now under way at 5451 Marathon Street, Hollywood, contains the most heartening news that Paramount Legionnaires have heard in many a long month. Our frantic despatches from the far corners of the globe have been given one hundred percent. official attention—reinforcements of opposition—smashing films have been rushed into the lines of communication—regiments of rhythm of particular world appeal have been lined up stave on stave—and the entire personnel of Paramount G.H.Q. have been powerfully instructed to the effect that the Paramount line must move forward, steadily, unfalteringly, to the ultimate objective of world supremacy.

In other, and less technical, words—Paramount's Foreign Legion is to be assured the most revenue-satisfying array of films in this organization's history. We are to get pictures that the whole world wants, and not films for a section of the world which are adaptable in part. The day of compromise is gone: the day of necessity is here—and necessity has had no sterner mother than the one now attending, with twenty-four-hours-a-day attention, to the vital problem of stimulating Paramount's product to match the requirements of a world never more discerning where the quality of its film fare is concerned.

As for the facts of this product, we await the return of Messrs. Balaban and Hicks from Europe for the releasing of a statement calculated to warm the cockles of Paramount hearts everywhere.

signed for the male romantic lead in "Artists and Models." Also featured are Jack Benny, Ida Lupino and Gail Patrick in the other leads.

The rise of the Cunard-White Star Line will be filmed by Paramount on an epic scale, according to word from Hollywood.

is climaxed with several of the most breathlessly thrilling reels ever filmed. Editing is being rushed on it, and a final version will be ready for screening very shortly.



BRINGING AN "ANGEL" DOWN TO EARTH

Following an old Lubitsch custom every scene in "Angel" is carefully talked over first, then rehearsed to perfection before being filmed. Here is one of those preliminary talks, with star Marlene Dietrich the centre of a group of four talented men. At the right, smiling behind his cigar, is Maestro Lubitsch. Beside him is Melvyn Douglas. At Miss Dietrich's right is Herbert Marshall, and at the extreme left is Ernest Cossart, who scored so effectively in Miss Dietrich's "Desire."

CONTEST WINNING PRODUCT FOR THE WORLD

PRODUCTION NOTES

"Bean Geste" will definitely be made this year—and in color.

Also to be made in Technicolor will be "Ebbtide," from Robert Louis Stevenson's famous story. Production should start very early this month. Henry Hathaway will direct and the cast will be headed by Ray Milland, Frances Farmer, and the famous character actor, Oscar Homolka, renowned throughout Europe.

Ernst Lubitsch has completed the racetrack scenes for "Angel," the Marlene Dietrich starring picture.

"North of the Rio Grande" is the final title of the newest Hopalong Cassidy picture. William Boyd, as usual, plays 'Hopalong.'

Anna May Wong has been signed for a Paramount picture, she will be co-starred with Akim Tamiroff.

Tamiroff is presently completing "The Great Gambini" for B. F. Schulberg. This is the story of a magician. In the cast are also Reginald Denny, Marian Marsh, John Trent and Genevieve Tobin.

Paramount will make "Havana," a glamorous musical story woven around the Cuban capital, with Dorothy Lamour and Leif Erikson.

Bernadene Hayes has the female lead in "North of the Rio Grande," the Hopalong Cassidy picture.

Wilfred Pelletier, Metropolitan Opera conductor, has been engaged for the musical accompaniment to Kirsten Flagstad in her rendition of "Die Walkure" for "The Big Broadcast of 1938." The sequence will be filmed in the Long Island studio.

John Miljan, who was General Custer in "The Plainsman," is en route to London to witness the Coronation.

"The Great Gambini" is the final release title of the picture known heretofore as "The Ascending Dragon." Akim Tamiroff has the role of 'Gambini,' and others in the cast are John Trent, Marion Marsh and Reginald Denny.

"Double or Nothing," Bing Crosby's new comedy in which Mary Carlisle will have the feminine lead, will also introduce a number of comedy and musical specialties. These include the Calgary Brothers, knock-about comedians who were a sensational success at the New York Paramount Theatre recently; Alphonse Berg, lightning fashion designer; Ames and Arno, novelty dancers; Tex Morrissey, comedienne, and Frances Faye, of the Yacht Club.

Anna May Wong has been signed to a Paramount contract. She will be starred as a woman detective who employs a new technique to catch the world's worst badmen.

George Arthur, in addition to being associate producer on "The Last Train From Madrid" has been named editorial assistant to William LeBaron, managing director of production in Paramount's Hollywood studio.

Lucien Hubbard's first effort for Paramount under his new contract will be "Ebbtide," based on a story of South Seas adventure by Robert Louis Stevenson and a play by Lloyd Osbourne.

"Moonlight and Roses," the song hit of "The Jungle Princess," won for its composer, Frederick Hollander, the prize of the American



REAL SNOW SCENES FOR COLBERT FILM

"I Met Him In Paris" will be one picture in which real snow will be used for the snow scenes. No studio snow for this one. It is being filmed almost in its entirety at Sun Valley in Idaho, and the above photograph is our guarantee to you of the authenticity of the snow used. In addition to Miss Colbert as the star, the picture features Melvyn Douglas and Robert Young as the star's two leading men.



DOROTHY (G) LAMOUR

We do not claim authorship for this play on words, but we do claim that there has never been a truer use of word-play. Miss Lamour, with her sole foreign appearance in "Jungle Princess," bids fair to become a world favorite. Her subsequent work in "Swing High, Swing Low," and "High, Wide and Handsome" bids fair to entrench her as one of today's most glamorous figures.

Society of Publishers and Composers for the best song of the first quarter of this year.

Mary Nash has joined the cast of "Easy Living." Edward Arnold, Jean Arthur, Ray Milland and Luis Albernani are the featured players.

"Good Night Ladies" will be the release title of the picture formerly



THIS FIELDS IS READY FOR PASTURES NEW

Believe it or not—but this is W. C. Fields, actually well again and walking after one of the most serious illnesses ever to be triumphed over by mortal man. Fields is definitely on the road to complete recovery, and is shown here at the health resort at Las Encinas, where he is recuperating for his appearance in "The Big Broadcast of 1938," which will mark his return to the screen.

announced as "Adventure—with Music." The cast will include Lynne Overman, Johnny Downs, Eleanore Whitney, Benny Baker and Terry Walker.

Paramount has bought a new murder mystery, "The Thirteenth Bed in the Ballroom." Tentatively selected for the cast are Ida Lupino, Marsha

DIETRICH SINGS

We're more than happy to note the fact that Marlene Dietrich sings an entire song in her new Lubitsch-directed picture, "Angel." The title of the song, by one of those uncanny coincidences occurring only in motion pictures, is "Angel."

TABLOID REVIEWS OF NEW PARAMOUNT PICTURES

INTERNES CAN'T TAKE MONEY

'Internes' of course are American student doctors. The fact that they cannot take money for services presents many tough temptations. This story deals with a momentous one, and in presenting it on the screen Paramount's Hollywood Studio has given the screen one of the tightest, tensest dramas in many months. Barbara Stanwyck and Joel McCrea are grand, and Lloyd Nolan gets the chance he's been seeking for years.

KING OF GAMBLERS

America's war on the racket of the slot machines (gambling devices) presented with all of the bitter viciousness that this racket is renowned for. Contains a new portrait from the Akim Tamiroff gallery of villainy, and there are also grand performances by Claire Trevor and Lloyd Nolan.

THE GIRL FROM SCOTLAND YARD

Paramount is first to hit the screen with a melodrama revolving around Great Britain's Coronation. Plenty of excitement and suspense, and a solution to a mystery that you'll never guess in advance. Robert Baldwin, Karen Morley and Eduardo Cianelli have the leading roles.

HILLS OF OLD WYOMING

The Hopalong Cassidy series are like wine in at least one respect—they improve with age. This one is a right smart riproarin' cowboy drama, with Bill Boyd doing his Hopalong chorns in the very finest movie manner.

MAKE WAY FOR TOMORROW

The inescapable poignancy of this memorable picture is such that we have treated the film editorially on Page Two. Please re-read this editorial, and then when you see the picture watch particularly the work of Victor Moore, Beulah Bondi, Barbara Reed and Thomas Mitchell. We make the forecast here and now that either Victor Moore or Miss Bondi is nominated for the Academy Award of 1937.

Hunt, Terry Walker, Eleanore Whitney and Mary Carlisle.

Lloyd Nolan's next role will be in "Exclusive," with Frances Farmer, Fred MacMurray and Charlie Ruggles.

Low Ayres has been added to the cast of "The Last Train from Madrid." The full cast includes Gilbert Roland, Dorothy Lamour, Karen Morley, Robert Cummings, Olympe Bradna, Anthony Quinn, Lionel Atwill and Helen Mack.

"An Empire Is Born" will be the release title of the Frank Lloyd production hitherto known as "Wells Fargo."



This is the Metro-Goldwyn-Mayer skiing cup, captured from the donors this year by the skillful skiing of Harald Erling Eriksen. Here's hoping that Paramount wins it again next year—and for years to come after that.

PARAMOUNT TOOK FROM M.-G.-M. A COVETED CUP

Each year in Oslo, Norway, the entire film industry competes in a skiing contest for a souvenir cup, presented last year by Metro-Goldwyn-Mayer and won at that time by the donor. This year one



of Paramount's young men bested everybody else in the industry and took the cup away from Metro despite a desperate struggle put up by that company.

The victorious youth was Harald Erling Eriksen, son of our manager for Norway. He is shown here (in centre) with two other Paramounteers. They are Roar Karlsen (left) and Oistein Engebretsen.

It is important to point out that young Eriksen's victory was gained not only against Metro, but against the entire film industry.

HURWORTH HAS POWERFUL AMMUNITION FOR BLUE RIBBON DIVISION

General Sales Manager William Hurworth has devised an Across-the-Desk personal and confidential letter to the sales force in the field in Australia and New Zealand which is about the most irresistible weapon so far forged in conjunction with this International Contest. A thoroughly absorbed perusal of this document proves that it leaves nothing unsaid, pro and con, with respect to what a general sales manager has to tell his men. It's a case of "Rocks and Roses" with a vengeance, and its sum total, so far as we are concerned, will be reflected in a movement upwards by the Blue Ribbon Bunch.

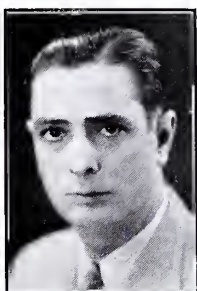
In a separate communication from Mr. Hurworth, forwarded

PERSONAL ITEMS

ARGENTINE PROMOTIONS



Juan Cosa



Joaquin Colomer

Last month we announced several promotions in his territory announced by Managing Director John B. Nathan. It is now our pleasure to show pictures of two fine Paramounteers who were mentioned merely by name last month. Mr. Colomer is the new manager at Santa Fe, and Mr. Cosa, formerly of Cordoba, replaces Mr. Colomer in Rosario.

Jim Flannery, of the Home Office Ad Sales department in Sydney, Australia, proved his prowess as a batsman in the recent interstate cricket match between the film industries of New South Wales and Victoria. His score was 168, not out. It had always been the prediction of his admirers in Sydney that Jim would become a national cricket star.

when the drive results as of March 1st were made known, he said: "Please warn Carl York and Jack Groves that the Australian Kangaroo is after them, and that once he gets ahead of them they will never catch up with him."

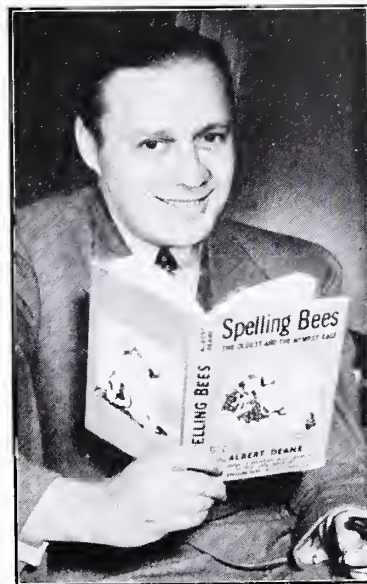
MR. E. REINEGGER PLEDGES

We have had a very fine letter from Mr. E. Reinegger, partner of the late lamented Robert Rosenthal in Eos Film of Switzerland, telling us of his determination to maintain the same cordial Paramount relations which have existed during so many years of the past. It is a pleasure on our part to affirm to Mr. Reinegger our very great desire to keep these bonds of friendship firmly cemented.



GUS J. SCHAEFER

We announce with mingled sorrow and joy the resignation from Paramount, after 14 years of incredibly fine service, of Gus J. Schaefer: sorrow at the passing from our ranks of so fine and tireless a co-worker, joy at the fact that he has won for himself a marvelous opportunity with another



Your editor is flattered to have this pictorial endorsement of his book, *Spelling Bees*, by so facile a funster as Jack Benny. This star of "College Holiday," "The Big Broadcast of 1937," and the forthcoming "Artists and Models" hopes that the book will be translated into all of the languages, including the Scandinavian, but hopes that he won't have to read any more than the above, printed in what is reputed to be English.

organization.

In other words, on May 15th he assumes the general managership of the Foreign Department of Universal Pictures Corporation. Paramounteers throughout the world will join in wishing him the very best of success in this new post. He is superbly equipped for the job in every way, and we feel that Universal is getting a marvelous break in getting Gus.

HOO—RAY MILLAND

It will be a lot of good news to all of those Paramount points which have written enthusiastically regarding Ray Milland's work to know that this most promising young player has been signed to a Paramount contract. He will next be seen in "Easy Living."

INDIA'S FINE "SERVICE"

It is a pleasure to record the consistent progress made by General Manager Charles Ballance's splendid exhibitor publication. The April issue of "Paramount Service," so ably edited by Lew da Silva, is another chapter in Mr. Ballance's effective campaign of selling the new Paramount product to his exhibitors.

JACK RAPOPORT EMERGES FROM CUBAN JUNGLE

Just when the Home Office corridors were echoing and re-echoing with comments on the fact that there had been no mail to hand from Jasper D. Rapoport for some days, a postcard was wafted in with the word that he had been in the Cuban hinterland on a business trip all of this time. This was welcome two ways, and chiefly from the standpoint that because Jack invariably hunts with contract and camera, there should be good news for the news columns as well as good news for the financial columns soon.



CELEBRATING THE SILVER JUBILEE IN FINLAND

Viking Leader Carl P. York journeyed across the Baltic to Helsinki to take part in the Adolph Zukor Silver Jubilee celebrations. Here he is shown in the centre of a group outside the magnificent new Rex Theatre, which celebrated its premiere with a sensationally successful presentation of *The Jungle Princess*. In the group, from left to right, are: Mr. Selen, Helsinki; Mr. Harry Hammar, Helsinki; Mr. York; Mr. Bengt Janzon, Stockholm; Mr. Waltasaari, publicity director, Helsinki.

NOTICIAS DEL MES

—Por tercera vez en el curso de tres meses consecutivos, el gerente visionario don Carl P. York y la división de Suecia encabezan las respectivas columnas del Concurso Internacional. Uno y otra han superado la cuota. Lo de ocupar el primer puesto parece ya habitual en ambos. Y es por demás significativo que, cuando no está muy distante el hito que señala la primera mitad de la jornada, pongan los Vikingos anticipadamente los ojos en varios de los hermosos símbolos de triunfo acerca de los cuales dimos información gráfica en nuestro número del mes pasado.

—El reparto de "The Big Broadcast of 1938" ha quedado enriquecido con dos elementos de buen éxito internacional: el tenor latinoamericano Tito Guizar y la diva noruega Kirsten Flagstad, cuyos triunfos en la ópera le han dado universal renombre.

—El señor Zukor telegrafía de Hollywood para decir que "Alegre y feliz" ("High, Wide and Handsome") es película de dimensiones verdaderamente épicas. Juntamente con "Almas en el mar" ("Souls At Sea"), nos proporciona dos magníficas producciones para los próximos meses.

—Otra producción importante, que irá toda en technicolor, es "Bajamar" ("Ebbtide"). Los principales personajes de esta película del Mar del Sur tendrán por intérpretes a Oscar Homolka, Frances Farmer, Lloyd Nolan y Frances Dee. La dirección estará a cargo de Henry Hathaway, el realizador de "Tres Lanceros de Bengala" y de otras memorables películas de la Paramount.

—Recomendamos a la atención del lector la recién terminada película "Dad paso al mañana" ("Make Way For Tomorrow"), que es uno de los más espléndidos dramas de humana simpatía que ha filmado la Paramount. Para hallar otro cuya profunda emoción sea comparable a la de éste, tenemos que remontarnos a la inmortal película "Humoresque."

—El señor don Barney Balaban, presidente de la Paramount, salió el 28 de abril para Europa, a bordo del *Normandie*. Proyecta reunirse con el señor Hicks en París, inspeccionar las pertenencias de la Paramount en el continente europeo y en Inglaterra, y estar de regreso en Nueva York para fines de mayo.

—Aprovechamos la presente ocasión para acusar recibo de los álbumes de recortes relativos a las Bodas de Plata que, procedentes de diversos países, se han recibido; bien así como para manifestarles a los señores remitentes que todos estos álbumes van quedando ordenados según conviene, a fin de que el señor Zukor pueda examinarlos en la "presentación previa" de ellos que se hará en breve. Cuantos hemos visto, son elocuente testimonio de la magnífica labor llevada a cabo en todo el mundo por los paramountistas.

NOTIZIE DEL MESE

E' il terzo consecutivo mese che il Capo di Divisione Carlo P. York e la Svezia appaiono in testa alle due colonne di concorrenti nella gara internazionale. Ambedue sono al disopra della quota ed, a quanto sembra, il loro primato sta per divenire una permanente istituzione.

Molto significativo e' il fatto che la targa del mezzo cammino non e' molto distante sicché i Wickings già considerano propri alcuni di quei bellissimi



W. C. Fields

BILL IS WELL AGAIN. This is notice served upon you officially to the effect that W. C. Fields is well again, on his feet, and rarin' to go. He has completed work on his own story—"That Man's Here Again"—and will start work on it just as soon as he has completed his sequence for "The Big Broadcast of 1938." There could be no finer news—outside of the statement that Paramount's foreign department is getting the 'breaks'—than the return to health of Bill 'Bulbous Beak' Fields.

simboli di successo che abbiamo illustrato il mese scorso.

Due elementi internazionali abbiamo già aggiunti al "Grande Broadcast del 1938". Essi sono: il tenore latinoamericano Tito Guizar e la famosa stella internazionale dell'Opera Norvegese Kiraten Flagstad.

Il signor Zukor ha telegrafato da Hollywood che "Alto, ampio e bello" sarà un "film" di proporzioni epiche e che insieme all'altro dal titolo "Anime a mare" ci darà due magnifiche produzioni per i prossimi mesi.

Un'altra "film" importante, che verra' tutta girata a colori sarà "Riflusso." Le parti principali di questa film dei mari tropicali saranno sostenute da Oscar Momolka, Frances Farmer, Lloyd Nolan e Frances Dee. Sarà diretta da Henry Hathaway che fece "Il Lanciere del Bengala" e varie altre memorabili films della Paramount.

Richiamiamo la vostra attenzione su "Preparate la via per domani" recentemente compiuta, che e' uno dei più splendidi drammi di interesse umano che la Paramount abbia mai fatti. Per la schietta dolorosa emozione esso ricorda da presso un altro

film sensazionalissimo, l'immortale "Humoresque."

Il Sig. Barney Balaban, Presidente della Paramount, si e' imbarcato per l'Europa il 28 Aprile, a bordo del *Normandie*. Egli raggiungerà il Signor Hicks a Parigi per un'importante ispezione delle proprietà della Paramount nella Europa Continentale ed in Inghilterra e prevede di essere di ritorno a New York verso la fine di Maggio.

Cogliamo l'occasione per informare tutti i territori che ci hanno inviato i loro libri delle "Nozze d'argento," che i libri stessi sono qui perfettamente giunti e che li stiamo apparecchiando per una prossima speciale presentazione al Sig. Zukor. Tutti quelli da noi visti finora danno prova del magnifico lavoro compiuto da tutti i membri della grande Famiglia della Paramount attraverso il mondo.

"BIG BROADCAST OF 1938" REOPENS LONG ISLAND PLANT

For the space of a week or two the famous studio on Long Island, New York, will hum with the activity of Paramount picture making. Two

units will be at work by the time these lines reach you on scenes for "The Big Broadcast of 1938."

Kirsten Flagstad, Metropolitan opera star, will be singing her famous Wagnerian arias, and a beautiful English ballad; Tito Guizar, favorite of Latin-American audiences, will be doing several of his famous numbers, and also a playlet in Spanish.

Further production activities at Long Island have not been listed.

PERSONAL FLASHES

Henry Gordon, assistant manager of the Cristobal, Canal Zone office, has gone to Trinidad, B. W. I., for an extended stay. Manager S. E. Pierpoint accompanied him, but will return to Cristobal within the next week or so.

Charles Ballance, India's general manager, has gone to Europe on a vacation. His territory is being managed by Messrs. F. V. Kennebeck (in Bombay) and S. Ganguli (in Calcutta).

John L. Day, Jr., general manager for South America, arrives in New York May 5th on board the Southern Cross for his annual visit. He will in all probability attend the Paramount Convention in Los Angeles early in June.

Harry Hunter, newly appointed to the managing directorship of the Paramount organization in Australia and New Zealand, was tendered a welcome dinner and dance by the Sydney staff on April 16th. We shall hope to have pictures of the event in our next issue.

Carl P. York's fiftieth birthday anniversary celebration must have been a wallop success. We shall hope also to have pictures of this event next month.

General Manager A. L. Pratchett of Los Revolucionarios has been so active in his territory these past several weeks that not even mercury could be compared with him. The only thing which concerns him, he says, is getting his Division into first spot in the Contest. When last heard from he was in Cristobal, but the day before that he had been in Colombia, and two days earlier he had been in Venezuela.

Ben A. Proulx, recently returned from his Home Office visit, is glad to have the Clipper ships coming right on to China from the Philippines. Says that distance is being annihilated more and more every day. Now gets mail and papers from the United States less than 6 days old.

**SINGAPORE, BATAVIA AND SOERABAIA BATTLING VALIANTLY FOR THIS COVETED TROPHY**

When you look at the standings in the Contest your keen gaze detects John A. Groves' Straits-Java territory away up there among the over-quota leaders. Looking immediately above these lines you perceive one pungent reason for this forthrightness. This is the silver and ebony trophy of the Tiger Division, presented by Mr. Groves for competition between the three offices of his territory. The award is bestowed for periods of six months, so that its first winner will become apparent immediately after June 30th. Any office winning the trophy three times (not necessarily consecutively) will retain it permanently. All elements of the contest—sales, cash collections, ad. sales and reduction of outstanding debts—will be figured in the bout for the handsome emblem of Paramount superiority in Straits Settlements, Java, Federated Malay States, Borneo, Timor and Siam.

HOUSE ORGANS RECEIVED

Issue Number Twelve of London's Paragrams is another dandy. Packed full of news about forthcoming product, plus a fine article on the Fleischer Cartoons, several brand new features, and an amazing story dealing with the lamented passing of Sir Guy Standing. This story involved the Paramount Theatre at Tottenham Court Road, London, where "I'd Give My Life" was the feature being presented on February 25th, the day Sir Guy died. Because a prominent tennis player, Ruth Aarons, was appearing at the theatre at the same time, she requested a photograph be taken of the neon sign showing her name. This picture was taken at 9:30 p. m., and just as it was taken, Sir Guy's name faded out in the illumination. Allowing for time differences between Hollywood and London, this astounding event took place, practically to the minute, at the same time as Sir Guy's death.

The newest issue of Italy's "Paramount" to come to hand deals extensively with "Jungle Princess," which is proving to be such a sensation throughout Europe, as it is elsewhere in the world. There is also an important statement regarding the exploitation advantages of the Quigley Award calculated to show how this constant competition is improving motion picture publicity and advertising in all countries.

Australia's Paramount Sales Punch of early March spoke feelingly of the enthusiasm throughout the organization about the advent of Managing Director Harry Hunter. This same issue also revealed the New Zealand branch "Craig's Colts," they were called) in the lead in the Contest. There was also news to the effect that Miss Enid Eastmore, secretary to Mr. J. A. Sixsmith, the Australian Company's Secretary-Treasurer, is wearing a dazzling diamond on the important finger. The lucky fellow is Clive Barrass.

The mid-March issue of Australia's Paramount Sales Punch has a lot of space devoted to the reception in Hollywood of the Division's Silver Jubilee gift to Mr. Zukor. There is also a big spread for the fact that at the time of publication New Zealand was still leading in the Contest. Prominent, also, was the fact that the local re-issue of "Monte Carlo," with Jeanette MacDonald and Jack Buchanan (an Ernst Lubitsch production), was meeting with success.

The March 5th issue of Jugoslavians' "Paramount glasnik" had a great deal of space devoted to "Gusari" (which is none other than "Souls at Sea") which Manager Jordan evidently expects (and with very good reason) to be a sensation.

NEW ZEALAND QUIGLEY AWARD VICTORY MEMORABLE

The winning of a Quigley Bronze Award by Rose Meikle, of Wangamui, New Zealand, was an epochal event in that city. The presentation of the award was made by the Mayor of the city, the ceremony being fully covered by the local newspapers and duly reported, photographically and editorially, in the columns of the Motion Picture Herald. We certainly want to see more of these victories secured throughout the world. Paramount at present has the giant's share of the winnings, but our competitors are envious and are making great strides to overtake us. Let's circumvent them by gathering more and more of the Quigley Awards than they can ever hope to take. We have the Manpower and the Pictures. All that we need is the Application.

EXPLOITATION



This superb theatre front for "The Plainsman" won tremendous audience support for the Cecil B. deMille production at the Kotobuki-za Theatre in Hakata, Japan, according to General Manager Tom D. Cochran, who reported the event as one chapter in the national Japanese success of the pioneering picture.

INDIA THOROUGHLY EXPLOITATION CONSCIOUS

The mails from India have lately staggered beneath the weight of exploitation evidence aplenty. The senders have been General Manager Charles Ballance, Bombay Manager Frank Kennebeck, and General Sales Manager S. Ganguli.

Calcutta has been responsible for some swell advertising, particularly the half page which appeared in Ananda Zazar Patrika, chief of the daily newspapers published in vernacular language, extolling the cinemerits of "The Plainsman." There was also a grand advertisement for the same picture in the Calcutta "States-

man," and Mr. Ballance liked this advertisement so much he had it reproduced on silk and forwarded to all of the foremost exhibitors in the land.

It is also fine and fitting here to comment on the high merit of Issue Number Six of "Paramount Service" of India. The issue was dedicated to the significance of the Silver Jubilee for Adolph Zukor, and opportunity was found for telling the exhibitors of India that Paramount was setting forth in this issue the facts, figures and unadulterated truth concerning the Company's forthcoming product. It was all contained in a brilliant editorial, which in turn was followed by a superb pictorial and type substantiation of all claims made.

GOOD LONDON STUNT FOR "THE PLAINSMAN"

Word has come to us through the British film trade papers of a fine piece of exploitation engineered by Paramount Exploiters Jack Upfold and Harry Taylor in connection with the presentation of Cecil B. deMille's "The Plainsman" at the Plaza Theatre (from whence it shifted, after four momentous weeks, to the Carlton Theatre for an indefinite run). It appears that Messrs. Upfold and Taylor effected an arrangement with the famous Selfridge Store, then celebrating its 28th Birthday, whereby there were installed in the basement of the store several dozen earphones, through the medium of which shoppers could get an earful of the dialogue and sound of "The Plainsman." This taste proved to be merely an appetite-whetter, with the listeners flocking off to the Paramount cinemas to see the picture itself.

ZAGREB'S LETTER SEALS

A neat bit of exploitation on behalf of "Champagne Waltz" and "Maid of Salem" has been put across by Manager F. Siter, in charge of Jugo-Slavia. This takes the form of silver and gold seals which have a marked look of importance. The seals are affixed to the backs of letters where they cannot miss being seen by the recipients.

MORE QUIGLEY AWARD HONORS TO PARAMOUNT

Hermann E. Flynn, Paramount's advertising manager in Australia, and Mel G. Lawton, general manager and advertising manager of the Prince Edward Theatre in Sydney, have been awarded Honorable Mention in the list of March awards in connection with the Quigley Award Contest of Motion Picture Herald, New York. These two live film men devised a truly encompassing campaign for "The General Died At Dawn" and are to be heartily congratulated on their success.

It is our hope that the stories above, and at the left, will induce more Paramounters to submit entries for consideration by the Quigley Award committee. Remember—good exploitation in your territory enhances your chances in the International Contest.

JAPAN'S PUBLICITY BROADSIDE

We believe that not even the most flamboyant dispenser of extravagant superlatives could do justice to the quality of precious publicity which Tom D. Cochran and his merry publicity lads in Japan have been securing lately in such conservative publications as Niehi Niehi, whose columns hitherto have been resolutely closed to this sort of thing.

From the evidence to hand it appears that Cecil B. deMille's production, "The Plainsman" was the "Open Sesame!" in Japan. At all events we have received from Tom a bunch of publicity, adequately translated, which appears to reveal that Paramount has successfully accomplished what all other companies have tried in vain to do for years past.

It has given us much pleasure indeed to forward this material on to Mr. deMille, together with a word or two explaining its significance.

We want to also take this opportunity of extending congratulations to the Paramounters of Nippon for the marvelous supplement to The Japan Advertiser, issued in conjunction with the Adolph Zukor Silver Jubilee. This broadside, in two colors, indubitably was the sensation of the season in Tokyo.



"THE PLAINSMAN" IS A COPENHAGEN SENSATION

Once again it is our pleasure to picture the front of the World Cinema in Copenhagen, better known as the Cirkus because of the shape of the house. This time the attraction was "The Plainsman," and the display left no doubt in Danish minds about Gary Cooper being the star of this Cecil B. deMille epic.

SCANDINAVIAN SPLASH

We have received a batch of fine exploitation photos from Carl P. York. They testify most effectively to the spread of exploitation in his territory. They'll be used in next month's issue—when Carl expects to be still leading in the contest.

NOUVELLES DU MOIS

Consécutivement pour le troisième mois le directeur de division Carl P. York et la Suède se trouvent en tête des deux colonnes de concurrents dans le Concours International. Tous deux ont dépassé leur contingentement, et leur avance semble devenir permanente. Il est aussi significatif que nous approchons de la mi-année, de sorte que les Vikings dirigent avec un plaisir anticipatif leurs regards vers ces excellents symboles de succès dont nous avons parlé le mois dernier.

Deux ingrédients internationaux ont été ajoutés déjà au "Big Broadcast of 1938." Ce sont le tenor sud-américain Tito Guizar et l'étoile d'opéra Kirsten Flagstad, fameux ténor norvégien.

M. Zukor a télégraphié de Hollywood disant que "High, Wide and Handsome" sera un film de proportions épiques. Ce film, avec "Souls At Sea," nous donnera deux magnifiques productions dans un avenir rapproché.

Un autre film important, qui sera entièrement en Technicolor, est "Ebb Tide." Les principaux rôles dans cette histoire des Mers du Sud seront tenus par Oscar Homolka, Frances Farmer, Lloyd Nolan et Frances Dee. La production sera dirigée par Henry Hathaway qui mit en scène "Bengal Lancer" et d'autres mémorables films Paramount.

Nous attirons votre attention sur "Make Way For Tomorrow" qui vient d'être terminé, et est l'un des plus grands drames d'intérêt humain tournés par Paramount. Pour l'émotion poignante qui s'en dégage, nous sommes obligés de le comparer avec "Humoresque."

M. Barney Balaban, président de Paramount, s'est embarqué pour l'Europe le 28 avril, à bord de Normandie. Il rejoindra M. Hicks à Paris et inspectera les propriétés Paramount en Europe et en Angleterre. Il sera probablement de retour à New York vers la fin de mai.

Nous tenons à aviser tous les territoires qui ont déjà envoyé leurs coupures du Jubilé d'Argent, que leurs collections sont bien reçues ici et sont arrangées pour être présentées à M. Zukor dans une "avant-première" spéciale prochainement. Ce que nous en avons vu témoigne du travail magnifique accompli par les Paramountais dans le monde entier.

NOTICIARIO MENSAL

Durante dois meses consecutivos a División Sucas de Mr. Carl P. York tem-se mantido no topo das duas columnas de participantes do nosso Concurso Internacional. Sempre acima da quota, nesse período, essa posição parece teimar em fazer-se definitiva. E, como esse marco não fique muito distante da metade da pista a percorrer, estão os Vikings a olhar com muita esperança para alguns daquelles symboles reservados aos victoriosos, que publicamos no nosso numero passado.

—Dois importantes elementos internacionales foram adicionados ao filme "Ondas Sonoras de 1938." São elles o tenor mexicano Tito Guizar e a famosa estrella da Opera Noerueguez, Kirsten Flagstad, que muito brilho darão áquella produção.

—Mr. Zukor acaba de nos telegraphar do estudio, na California, para dizer-nos que o filme "High, Wide and Handsome" é um trabalho de folego epico e espectacular. Virá fazer optima parrelha com o "Navio Negroiro," uma das mais forte e mag-



CO-STARS IN SEA EPIC

Gary Cooper and George Raft have a pair of the finest roles of their careers in "Souls At Sea," the Paramount sea epic now in the final days of shooting. As a production (and we have seen many reels of it in the Studios during the past couple of weeks) it looks like being one of the greatest international attractions of years.

nificas produções da temporada.

—Outra importante produção, que será feita em technicolor, é "Ebb Tide" (Maré Cheia), cujos principais papeis serão interpretados por Oscar Homolka, Frances Farmer, Lloyd Nolan e Frances Dee. Filme que se desenrola nas ilhas do sul-Pacífico, será dirigida por Henry Hathaway, o famoso creador de "Os Lanceiros da Índia" e outros filmes memoráveis.

—Chamamos a atenção dos nossos leitores para o filme recentemente terminado, "Make Way for Tomorrow" (Reserva-te para o Futuro), o qual é um soberbo drama, magnifico de sentimento humano, só digno das obras primas da Paramount. Pelo emotivo de suas scenas e pelo sentimento de ternura que delle se desprende, só ao immortal "Humoresque" podemos comparal-o.

—Mr. Barney Balaban, presidente da Paramount, partiu na semana passada para a Europa, a bordo do "Normandie." Mr. Balaban reunirá-se a Mr. Hicks em Paris, de onde ambos partirão em rápidas visitas de inspecção ás succursas da Paramount naquelle territorio. Os distinctos viajantes estarão de volta em Maio proximo.

—Aproveitamos esta oportunidade para daqui agradecermos aos senhores chefes de departamento pelo obsequiosidade de nos terem enviado albums do material de propaganda referente ao Jubileu de Mr. Zukor. Os livros até agora chegados estão sendo colleccionados e em tempo oportuno serão mandados a Mr. Zukor,

DAS NEUESTE DES MONATS.

Zum dritten Male stehen Abteilungsleiter Carl P. York und Schweden an der Spitze des Internationalen Wettbewerbs. Beide haben ihre Quote längst überschritten und ihre Führung scheint ja tatsächlich von Dauer zu sein. Hinzu kommt noch, dass der Meilenzeiger für die Halbzeit des Wettbewerbs nicht mehr fern ist, sodass die Wicking wohl mit Recht die Preise, welche in der vorigen Ausgabe zum Abdruck gelangten, als die ihrigen betrachten können.

Zwei Künstler von bedeutendem internationalen Ruf sind bereits für "The Big Broadcast of 1938" verpflichtet worden, und zwar der mexikanische Tenor Tito Guizar und die weltberühmte norwegische Primadonna Kirsten Flagstad.

Herr Zukor drahtet uns soeben aus Hollywood, dass sich "High, Wide and Handsome" immer mehr zu einem Film ganz grossen Formates gestaltet. Dieser Film, zusammen mit "Souls at Sea," gibt uns für die nächsten Monate zwei Kassenschlager ersten Ranges.

Ein anderer Film, ganz in Farben produziert, von dem wir uns sehr viel versprechen, betitelt sich "Ebb Tide." Die Hauptrollen in diesem Südsee-film haben Oscar Homolka, Frances Farmer, Lloyd Nolan, und Frances Dee inne. Die Regie führt Henry Hathaway, dem wir solche Superfilme wie "Bengali" und viele andere unvergessliche Paramountfilme mehr verdanken.

Gleichzeitig möchten wir Ihre Aufmerksamkeit auf "Make Way for Tomorrow," eines der packendsten Dramen, das Paramount seit langer Zeit produziert hat, lenken. Dieser Film könnte, vom dramatischen Standpunkt aus betrachtet, höchstens mit dem unvergesslichen Paramountdrama "Humoresque," verglichen werden. (Continued on Page 12)

que por nosso meio envia agradecimentos a todos que para tão brilhante homenagem concorreram—prova da solidariedade dos paramountezes em todo o mundo.

THIS IS MARITIME YEAR FOR PARAMOUNT

Before many more months have passed Paramount will have on film a trio of the most magnificent epics of the sea ever photographed.

"Souls At Sea" has already progressed to the editing stage. Cecil B. deMille's "Buccaneer" goes before the cameras this week. And next week "Ebbtide," to be filmed in Technicolor, will commence production.

All three pictures will be of epic proportions, which should be grand news to Paramounters throughout the world.



By Ed. Scheilhorn

In order to familiarize you people abroad with the inner working of the foreign department here in New York, we intend to take a separate section each issue and explain just what handles what. We have selected the Traffic department as our first victim.

Lawrence P. Flynn, more familiarly called "Larry," heads this office. William Fass, his assistant, has charge of all foreign shipments—outgoing and incoming.

Gene Harwood acts as ticket agent for the entire organization. He's the chap you must see when you get to New York and want to get back home again. Among Gene's pleasant duties is the meeting of all trains and boats to see that our stars, executives, etc., get the best of service—and they do, we might add.

Richard O'Connell is the drawback expert. Robert Guilfoyle takes care of the foreign ad sales shipments to all ports and Martin Dukat is the domestic freight handler and usually acts as Harwood's assistant in greeting out-of-towners. Sarah Freedman is Mr. Flynn's secretary.

Next month: the billing department.

Since our last issue, Foreign Publicity Manager Charles L. Gartner spent eight days in the New York Hospital. But we are happy to say that he is now back at his desk and well on the road to recovery.

Foreign department visitors: Grantland Rice, famed writer and producer of those "Sportlights" shorts and his editor Jack Eaton stopped in to greet old friends.

PARAMOUNT PLANS EXCITING JUNGLE FILM

Plans to produce "Boo-oo," a story of a lone young English adventurer in unexplored Malayan jungles, have been announced by Paramount.

The picture will be made by Clyde E. Elliott, well-known for "Bring 'Em Back Alive" and "Devil Tiger," who will leave Hollywood on April 26 for a location in the Malayan Peninsula four hundred miles north of Singapore.

The leading role will be played by Colin Tapley, sole survivor of Paramount's contract list of thirty young players recruited from all parts of the world in 1933 in the "Search For Beauty" contest. Tapley, a native of New Zealand, formerly was an able-bodied seaman and member of the British Air Force.

Elliott will be accompanied by Carl Berger, cameraman and Wilfred Deming, sound man, taking ten tons of equipment and provisions for a six-month stay in the jungle, where every scene in the picture will be made.

Tapley will be the only white player in "Boo-oo," the cast for which will be assembled by Elliott from among natives. The picture will be made from a story by Walter Post.



Empire Theatre, Beyrouth, Syria, presenting "Desire." Exhibitors MM. Cattar and Haddad. One of Near East's most beautiful houses.



HET NIEUWS VAN DE MAAND.

Voor de derde achtereenvolgende keer staat Divisie Manager Carl P. York zoowel als diens Zweedsche Divisie bovenaan de twee kolommen van het Internationale Concours. Beiden hebben hun quota overschreden en hun leiding schijnt van permanenten aard te worden. Van veel betekenis is ook, dat de eerste helft van het jaar ten einde loopt, zoodat de Vikings nu niets ongedaan zullen laten om de twee fraaie symbolen van succes, welke wij de vorige maand illustreerden, machtig te worden.

Twee internationale figuren zijn reeds toegevoegd aan de "Big Broadcast of 1938." Deze zijn: de Mexicaansche tenor, Tito Guizar en de beroemde Noorsche opera zangeres, Kirsten Flagstad.

Mr. Zukor telegrafeert ons uit Hollywood, dat "High, Wide, and Handsome" even monumentaal belooft te worden als "Souls at Sea." Dit zijn dus de twee imposantste films voor

DE SISTA MANADSNYHETTERNA.

För tre månader i följd ha Divisionschefen Carl P. York och Sverige stätt först på listan i den stora Internationella pristävlingen. Båda äro högre än quotan, och det tycks som om de ämna hålla sig på toppen för alltid. Det är också av största vikt att halvvägs inte är långt borta, så det tycks som om vikingarna ämna vinna några av dessa succé symboler, som vi visade eder alla förra månad.

Det internationella inslaget har allaredan insats i "The Big Broadcast of 1938." Den sydamerikanska tenoren, Tito Guizar, och den världsberömda norska primadonnan, Kirsten Flagstad, äro engagerade.

Mr. Zukor har telegraferat från Hollywood och omtalat, att "High Wide and Handsome" kommer att bli ett mästerverk. Tillsammans med "Souls At Sea" ha vi att bjuda på två magnifika filmer under de kommande månaderna.

En annan storfilm, som kommer att göras helt i färg, är "Ebb Tide." Huvudrollerna i denna film om Söderhavsoarna komma att innehavas av Oscar Homolka, Frances Farmer, Lloyd Nolan och Frances Dee. Den kommer att iscensättas av Henry Hathaway, som gjorde "Bengal Lancer" och andra storfilmer för Paramount.

Vi be att få göra eder uppmärksamma på den just färdiggjorda "Make Way for Tomorrow," det mest storartade, mänskliga drama, som Paramount någonsin har gjort. För starka känslor och innerlighet kunna vi endast jämföra det med "Humoresque."

Mr. Barney Balaban, Paramounts högsta chef, avreste till Europa den 28de april på S. S. Normandie. Han möter Mr. Hicks i Paris och kommer att tillsammans med honom göra ett flertal viktiga besök i Paramountskontoren i England och Europa för övrigt. Han återvänder till New York i slutet av maj.

Vi ta nu tillfället i akt att försäkra alla våra territorium, som saant oss sina "Silver Jubilee scrap books," att dessa böcker ha kommit oss tillhanda och iordninggöras just nu för att sedan visas för Mr. Zukor i den allra närmaste framtiden. Alla dessa

(Continued in last column)

de eerstvolgende maanden.

Een derde belangrijke rolprent is "Ebb Tide," welke geheel in Technicolor kleuren zal worden gefilmd. De hoofdrollen in deze Zuidzee geschiedenis worden gespeeld door Oscar Homolka, Frances Farmer, Lloyd Nolan en Frances Dee. De regie berust bij Henry Hathaway, die o.a. "Bengal Lancer" vervaardigde alsmede verschillende andere gedenkwaardige Paramount films.

Wij vestigen Uwe aandacht op de onlangs gereed gekomen film "Make Way For Tomorrow," een der schitterendste karakter drama's ooit geproduceerd. Alleen de onsterflijke "Humoresque" kan deze film benaderen wat sterke emotie betreft.

Mr. Barney Balaban, de President van Paramount, vertrok 28 April met de Normandie naar Europa. In gezelschap van den Heer Hicks, dien hij in Parijs zal ontmoeten, is hij voornemens een inspectie reis te maken waarvan hij eind Mei in Amerika terugkeert.

Wij geven hierbij alle kantoren de verzekering en geruststelling, dat alle Zilveren Jubileum boeken zorgvuldig door ons bewaard worden en naderhand overhandigd zullen worden aan den Heer Zukor. De boeken die ons dusver bereikt hebben getuigen van schitterende prestaties door de Paramounters in het buitenland.



IRENE DUNNE

Here's a soulfully beautiful pose of Paramount's singing star, who achieves new beauties of voice and acting in "High, Wide and Handsome," and whose appearance in another Paramount film with music will be shortly announced.

SPARKLING "JUNGLE PRINCESS" STUNT IN JAVA



arranged this colorful piece of exploitation. Manager Louis Foldes was the deviser of the idea and he had the satisfaction of seeing his work responsible for the bringing in of tinkling box office returns to the Rex. We once again voice the sentiment that exploitation is making valiant strides throughout the Far East, with Paramount ingenuity and initiative largely responsible.

MEXICO OFFERS A PLEASANT ECHO TO LAST YEAR'S MEMORABLE CONTEST

When that epochal contest involving the last half of last year was under way, and Division Leader A. L. Pratchett was hallooing his forces on to victory, he offered a silver plaque to the country in his division that finished first. As history has recorded, the winner in this exciting, whirlwind contest, proved to be Mexico.

Topper to the whole business was the fact that the winning country was entitled to give itself a banquet at the expense of all of the other countries in the division.

At precisely the moment of victory, George Vallar became the new manager for Mexico, so his first inheritance was the silver plaque, which is shown above in place in his office. Grouped with it are the members of the Mexico City staff, with Division Manager Pratchett, Mexico Manager George Vallar, and Assistant Manager J. Grovas in the background.

George avers that the plaque is in Mexico City to stay, and everyone else in this group (with one exception) agrees. A. L. Pratchett, chief of Los Revolucionarios, has to be neutral in such a matter.



ADDITIONAL PRODUCTION FLASHES

Shirley Ross, who has been winning plenty of plaudits abroad for her work in many Paramount Pictures, has signed a new Paramount contract.

Frances Dee has been assigned an important role in the Technicolor film, "Ebb Tide."

Charles "Buddy" Rogers is back at Paramount playing one of the two featured leads in "This Way, Please," a comedy with music about backstage life at a great motion picture theatre during the era of stage shows. The other lead is played by Shirley Ross.

Vincent Youmans, Producer of "No, No, Nanette," "Flying Down to Rio" and many other successes, has been signed by Paramount to write, compose the score for, and organize an elaborate film musical, tentatively titled "Sweet Sunday." Dorothy Lamour is the only cast selection to date. Arthur Hornblow will produce.

The cast of the new Bing Crosby picture, "Double or Nothing" includes Mary Carlisle, Martha Raye, William Frawley, Benny Baker, Andy Devine and Sam Hinds.

"Wild Money," the filmotivation of which is a tightwad comptroller who suddenly loosens the purse strings when he learns how to be a human being, has Edward Everett Horton in the chief role. Also cast are Lynne Overman, Lucille Campbell, Porter Hall and Colin Tapley.

Lina Basquette has been added to the cast of "Souls At Sea," playing a colorful dark wench of the Liverpool waterfront.

Barry Fitzgerald, a member of the famous Abbey Players of Ireland, has been added to the cast of "Ebb Tide." (Please note that the official spelling of this title is in one word. Not two words, and not hyphenated).

Forecasting an immediate success for "Artists and Models," Paramount is taking steps to make the series an annual affair by the signing of Vincent Minelli to do the sets for the 1938 version. Mr. Minelli, who has won conspicuous success as a set designer in New York, has already done the sets for the 1937 "Artists and Models."

Alexander Hall, director of "Exclusive," will go to Europe on a 12-week vacation immediately the picture is completed.

Dennie Moore, Broadway stage favorite, has been added to the cast of the Marlene Dietrich picture, "Angel." She left a very successful Broadway show for this opportunity in the films.

"scrap books," som vi ha sett nyligen, visa oss det storartade arbete, som göres av alla "Paramountärer" jorden rundt.

EXPLOITATION FLASHES

While in the process of remaking this issue over to give you the very latest news, several important items of exploitation came to hand.

One was General Manager Charles Ballance's newest flash of information concerning the Silver Jubilee product for his Indian territory.

Two others were Quigley Award entries from the Paramount Theatre, Paris, co-workers, Rene Lebreton and Andre Agramon; and from Publicity Manager Eric Wahlquist, of the Capitol Theatre, Melbourne, Aust.

VIA TELEPHONE. This issue of Paramount International News is a couple of days late because at the very last moment we had to make it over to include at least the highlight news of a telephone flash from the Studio regarding "High, Wide and Handsome." Mr. Zukor telephoned Mr. Weltner to tell him that he had seen a rough assembly, running three full hours, of this Arthur Hornblow picture, and is convinced that it is the most impressive musical romance Paramount has ever made. It contains magnificent characterizations, sweeping action, breathless romance, and the finest and most tuneful music ever written by Jerome Kern. In fact, it is apparent that Paramount has now available the grand, sweeping musical romance we have always pleaded for.

SOME MORE HOUSE ORGANS

Poland's "Doradca Filmowy" Number 9 is a grand piece of Paramount announcing, taking up the cudgels on behalf of at least ten of Paramount's forthcoming big pictures. The journal represents a fine job of editing and is a tribute to all connected with it.

Jugo-Slavia's "Paramountov glasnik" has the cover of its April 5th issue adorned with a photograph of Mr. Hicks during his recent visit to the Zagreb office. With him in the picture are Messrs. Fred W. Lange, C. F. Dixon, A. Lichtschiendl and M. F. Jordan. (We would have reproduced the photo but the magazine was badly damaged in the mails and we did not receive a separate print).

DAS NEUESTE DES MONATS.

(Continued from Page 10)

Am 28. April trat Herr Barney Balaban, Paramount's Präsident, an Bord der "Normandie" seine dies-jährige Europareise an. Er wird sich in Paris mit Herrn Hicks treffen und später Paramount's Besitz in Europa in Augenschein nehmen. Herr Balaban wird Ende Mai zurück erwartet.

Heute nehmen wir die Gelegenheit wahr, allen denjenigen Filialen, die uns ihre Sammelkarten bezüglich des Silberjubiläums sandten, den Eingang derselben zu bestätigen. Wir bereiten die Bücher momentan vor, um sie dann Herrn Zukor anlässlich einer "Sondervorführung" zu präsentieren. Alle Karten, die wir bis jetzt erhielten, sind einfach grossartig und künden besser, als es lange und ausführliche Berichte vermöchten, dass die Paramountler in aller Welt einmal wieder ein Stück vorbildlicher und lobenswerter Arbeit geleistet haben.

JUNE BIRTHDAYS FOR ALL OF THESE INTERNATIONAL PARAMOUNTEERS

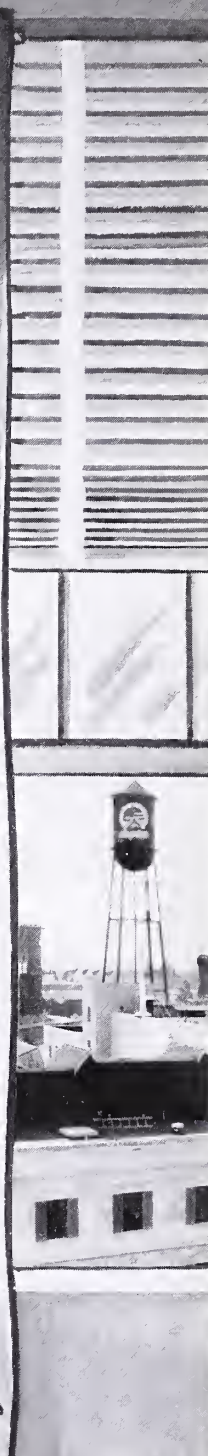
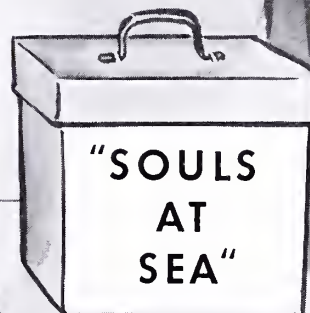
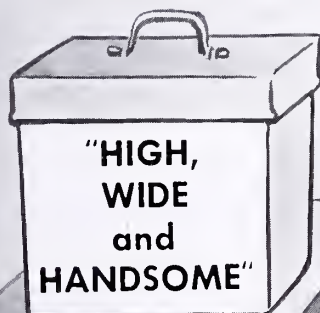
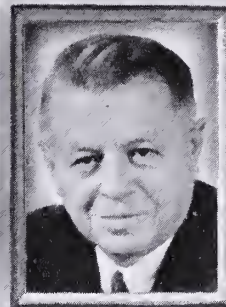
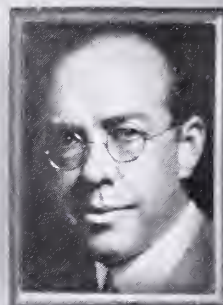
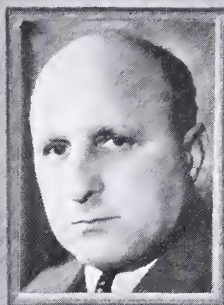
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| 1 J. Jellinek Prague | Miss S. Rainisio Bordeaux | Mr. H. Flynn Sydney | Miss R. Roberts Melbourne | J. Gilmore Birmingham | Miss N. Coulson Newcastle | Mr. A. Arana Colombia | Mr. R. Collier Paris |
| 2 Mr. C. Dubois Paris | Mr. M. Dehais Paris | Mr. V. Diligence Paris | Miss S. Grant Wellington | Miss J. Slingsby Leeds | Mr. S. Lipman Glasgow | Miss Jones London | Miss Cornish London |
| 3 Mrs. M. Allondeau Lille | Mrs. A. Gladieux Reims | Mr. D. B. Mayne London | Mr. A. Saunders Wellington | Mr. R. Lehman, Buenos Aires | Mr. H. Clarke Leeds | Mr. Mein Newcastle | Miss S. Devine Glasgow |
| C. Grant Cardiff | 4 Miss D. Van Geene, Amsterdam | Mr. M. Chevallier Paris | Miss L. Marull Barcelona | Miss I. Davoren Sydney | Mr. J. Laycock Sydney | Mr. A. Leite Cezar, Porto Alegre | Miss Leivers Manchester |
| Miss Kerley London | Miss E. Watson London | Miss M. Ellis Sydney | 5 Mrs. Y. Fragnaud Lille | Miss L. Linguet Paris | Mr. D. Abbey London | Mr. N. Wild, Manchester | Mr. John B. Nathan, Buenos Aires |
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| Miss Murray Manchester | Miss I. Souza London | Capt. Gaches London | Mr. Robins London | Mr. W. Gardiner London | Mr. Mounicq Paris | 11 Mr. A. Mavilla Havana | Mr. M. Tsuchida Tokyo |
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Paramount's **INTERNATIONAL NEWS**

JUNE 1, 1937



VOLUME 4, No. 6.



**"Here they are! Finished and ready for you...
and mighty well worth waiting for!"**

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 4

June, 1937

No. 6

COVER

This month's cover is designed solely and simply to convey the news to you that Mr. Zukor has announced the completion of filming on "Souls At Sea" and "High, Wide and Handsome." Both pictures are in the late editing stages, and probably by the time these lines are gladdening your eyes, prints of the pictures will actually be on their way to you. The scene of this announcement is, allegorically, Mr. Zukor's office, and the gentlemen pictured on the wall are (left to right), Messrs. Neil Agnew, John W. Hicks, Jr., Barney Balaban, Stanton Griffis and Y. Frank Freeman.

"TOMORROW"

It gives one a great deal of faith in the future of this business to be able to report that so fine a motion picture as "Make Way For Tomorrow" is definitely meeting with a worth while public reception. The picture got under way at the Criterion Theatre in New York City with a good but not sensational start, even though the motion picture critics blasted their heads off shouting its praises. Soon, however, word began to be bruited about that the Criterion had one of those marvelous pictures which sneak in more or less unawares. The whispering grew to plain speech, the plain speech to shouting, and now the shouting is going up and down throughout the land—and the receipts are mounting day by day. The newest word before we went to press was that the average gross at the theatre was more than double the opening figures, and now the picture is to be continued indefinitely at the house.

HOMOLKA

We had the very real pleasure of meeting Oscar Homolka, celebrated European screen star, during his brief stay in New York City en route to the Studio. We had previously seen his outstanding work in "Rhodes" and "Sabotage," and now that we know the point of view in which he approaches his work, and particularly his role in "Ebbtide," we are convinced that Paramount has in this young Viennese a potential star who can be built up to Laughtonesque proportions.

SCOOPS

The month of May was an almost unprecedented one from the standpoint of newsreel scoops. This month witnessed both the disaster to the airship "Hindenburg" and the Coronation of Their British Majesties. In both instances Paramount News was ahead of the field, not only in America but throughout the world. This was not possible without a lot of advance planning, much of which was carried out admirably by the executive forces of Paramount News both at home and abroad; and



PARIS GREET'S PARAMOUNT'S PRESIDENT

Mr. and Mrs. Barney Balaban are shown being greeted by Mr. Hicks at the St. Lazaire Station in Paris. Mr. Balaban is completing his first survey of European film conditions since assuming the Paramount presidency, and will return to New York City on board the "Queen Mary" on June 7th.

also by certain Paramounters located at the Crossroads of the World in New York City. Of these special mention is merited by Larry Flynn, David L. Greenwald, Owen McClave, William Fass and Eugene L. Schosberg. These men have put in a great many overtime hours in order that Paramounters in South and Central America, in the Orient, and in several other parts of the world might reap the benefit of the scoops scored by Paramount News.

"JUNGLE"

Mention the names of "King of the Jungle" and "Jungle Princess" to Paramounters anywhere throughout the world and the instant reaction will be: "Give us another, pronto!" This unstoppable barrage of complaints has not gone unheeded by the Studio. They have announced that very definitely Dorothy Lamour and Ray Milland will be co-starred in another romance of the wildlands which for want of a better title at the moment we are calling "After the Jungle Princess."

MEMORIES

One of the most noteworthy features of London's "Paragram" is its reproduction, each issue, of Paramounters pictured in the long ago. It is most interesting to see pictures of Messrs. John Cecil Graham, Montague Goldman, Edward Ayres, Harold Walker and many others in the long ago. It is symbolical of the enduring strength of the Paramount organization. There must be many other such photographs to be found throughout the far-flung corners of our mighty Legion. If there are, then be in-

formed that there is always a welcome spot for them in the snug columns of Paramount International News.

SPAIN

The eyes and hearts of the world are still turned towards Spain and the ghastly plight of the noble Spanish nation is not going unheeded. And although some Paramounters in Spain, doing a noble duty in the face of overwhelming odds, might think otherwise, their plight and their courage are not unheeded in New York. Word of great services being performed is still being received at the Crossroads of the World, and the Paramount executives are prouder than words can tell of the fact that our ranks of loyal servants include such heroic personalities as the Paramounters still performing for the company in Spain.

INDIA

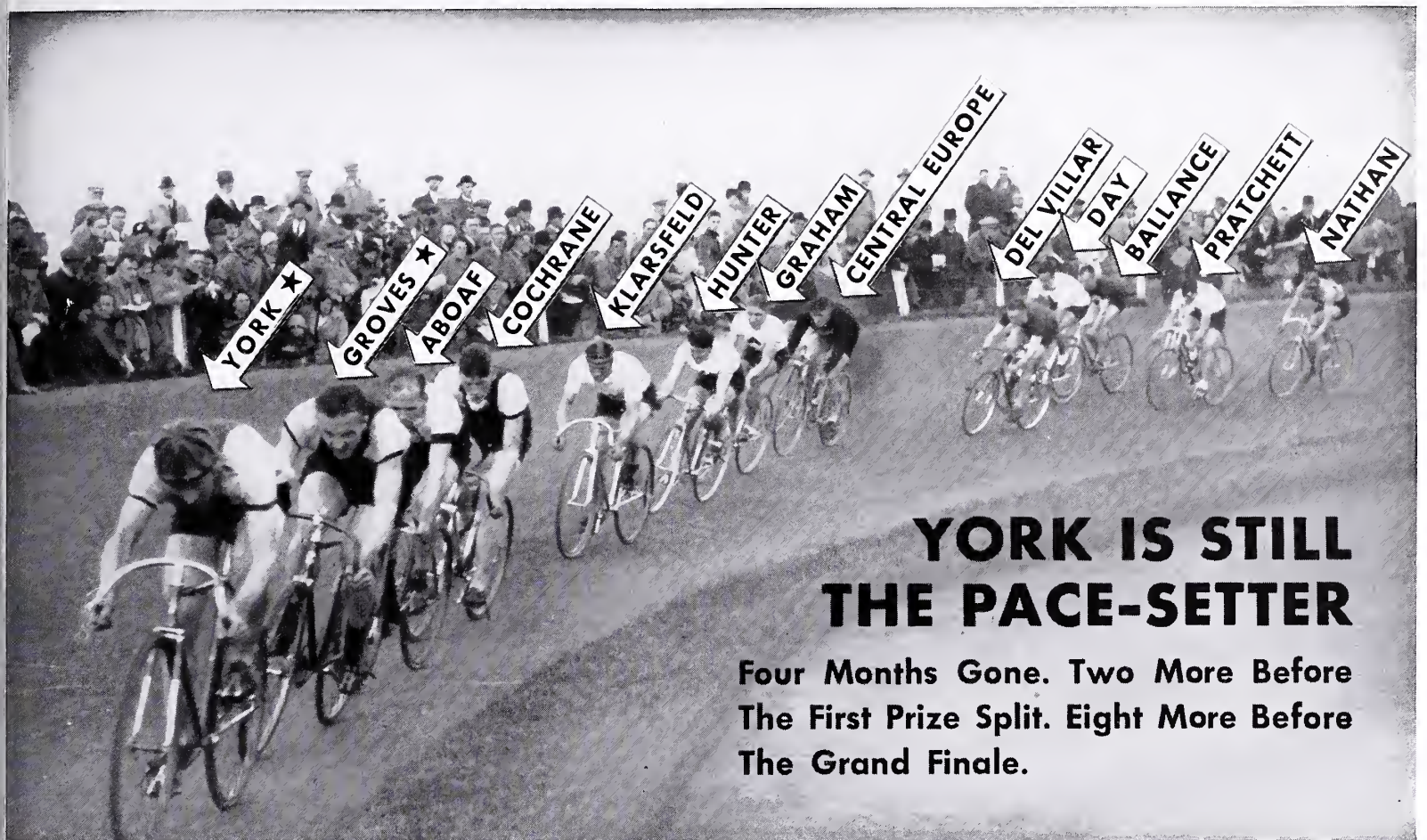
In the great Indian Empire we find tribute of the highest type in history being paid Paramount by the presence, at a screening of two films made by our Company, of the Viceroy and Governor-General, and the Governors of all of the Indian provinces. Never before have so many high dignitaries been gathered together at one spot for the purpose of seeing motion pictures; and it was a programme of Paramount films which provided this highest form of historical precedent.

JUBILEE

It will interest Paramounters everywhere throughout the world to know that one of the highlights of the forthcoming Convention will be a lavish display of the Silver Jubilee campaign books from all countries. These will be massed so as to give all delegates an idea of the immensely high regard in which Mr. Zukor is held throughout the world. Some of the great books are still rolling in through the mails, and all bespeak loving regard for a great man by the very care that has been lavished on them. We take as a symbol of this attachment the book from Japan, just received. This book, significantly enough, is an absolute symphony in silver—silver being the predominating color from beginning to end.

"EXCLUSIVE!"

"The most exciting newspaper melodrama ever filmed!" is the advance work on "Exclusive!" now through filming at the Paramount Studio in Hollywood. Fred MacMurray, Frances Farmer, Charlie Ruggles and Lloyd Nolan are featured in the film, and a breathless time is promised for all.



YORK IS STILL THE PACE-SETTER

Four Months Gone. Two More Before The First Prize Split. Eight More Before The Grand Finale.

Sweden's "Sköl!" Says "Catch Us If You Can!"

For the fourth successive month, Carl P. York has held the lead for the Divisions, and in so doing has maintained the lead among the countries for Sweden. Not that Carl singled Sweden out from the countries of his Division; it just so happens that Sweden made the best showing of the four lands. This Viking grip on the leadership appears to be substantiating our editorial belief that the early leader is the eventual victor. If there be anyone to dispute this, let him speak forthwith or else hold his peace until he is prepared to speak.

Getting specifically down to cases with respect to the actual figures, we find among the Divisions York and Groves again respectively first and second, and again both are the only ones above quota. Next is Aboaf, advanced to third from last month's fourth, vis-a-vising with Cochrane. Klarsfeld clings to fifth, Hunter to sixth, Graham to seventh, and Central Europe remains at eighth. Del Villar however prefers ninth to eleventh, Day chooses tenth instead of ninth, Ballance eleventh instead of tenth, while Pratchett and Nathan cling resolutely to twelfth and thirteenth respectively.

Among the countries Sweden, Finland and Straits-Java are again one, two, three, and again are the only ones topping quota. Japan is up to fourth, one point

BY DIVISIONS		
This Month		Last Month
1	*York	1
2	*Groves	2
3	Aboaf	4
4	Cochrane	3
5	Klarsfeld	5
6	Hunter	6
7	Graham	7
8	Central Europe	8
9	Villar	11
10	Day	9
11	Ballance	10
12	Pratchett	12
13	Nathan	13
* Over Quota		

advanced. Italy is also a point ahead to fifth, but Philippines is not as good as last time by a couple of notches. China is one up at seventh, Jugo-Slavia one down at eighth, but Roumania has advanced four notches to cop ninth. France's tenth is one point off, Australia's eleventh is

status quo, Czecho-Slovakia's twelfth is down a couple. Great Britain's thirteenth is a bettering of one, as is also Peru's fourteenth, but Norway's fifteenth is down a trio. Mexico at sixteenth is as-is. Brazil's seventeenth is a betterment of one, but Chile's eighteenth is a betterment of six. Holland's nineteenth is off a couple, India's twentieth is off one, Denmark has not moved at twenty-first, but Poland has slipped a couple to reach twenty-second. Puerto Rico is up a trio at twenty-third, Colombia has slipped a couple of pegs at twenty-fourth, as has also Hungary at twenty-fifth, and Panama has slipped one to reach twenty-sixth. Guatemala is right there at twenty-seventh, likewise Cuba at twenty-eighth, but Argentina has whittled one away to reach twenty-ninth, trading this one with Germany for thirtieth. Austria and Uruguay are both status quo at thirty-first and thirty-second respectively.

In two months of actual results time—but a matter of days only in actual physical time—the first half of the Contest will have ended, and there will be a disbursal of prizes. Are all the

BY COUNTRIES		
This Month		Last Month
1	*Sweden	1
2	*Finland	2
3	*Straits-Java	3
4	Japan	5
5	Italy	6
6	Philippines	4
7	China	8
8	Jugo-Slavia	7
9	Roumania	13
10	France	9
11	Australia	11
12	Czecho-Slovakia	10
13	Great Britain	14
14	Peru	15
15	Norway	12
16	Mexico	16
17	Brazil	18
18	Chile	24
19	Holland	17
20	India	19
21	Denmark	21
22	Poland	20
23	Puerto Rico	26
24	Colombia	22
25	Hungary	23
26	Panama	25
27	Guatemala	27
28	Cuba	28
29	Argentina	30
30	Germany	29
31	Austria	31
32	Uruguay	32

rest of you going to be content to allow the Vikings to get away with so much? Come on—get your skis and snowshoes and get out after those guys!

TWO GRAND MAGAZINES CALLED "SERVICE"

It is more than a little significant that the word "Service" is associated with Paramount in many ways in different parts of the world. Two of the best examples are found in the exhibitor-read magazines published, one every two weeks in England, the other every month in India.

The English one is fast reaching the stage where it can be categorized with the other important film magazines of the land, and it is our conviction that all worth while exhibitors in the British Isles must look forward to each issue with very considerable glee.

The one edited in Bombay is likewise a fine example of magazineship, the May issue being at once colorful, absorbing and highly informative.

A GEM OF A REASON FOR A MILLION DOLLAR PICTURE

All visitors were barred from Paramount's "Easy Living" set one day recently. An armed studio guard stood at every door, and Los Angeles policemen were on duty watching Jean Arthur and Ray Milland do a scene. Approximately a million dollars in gems (insurance appraisal \$857,240) lay on a table before the camera.

The valuable "props" were taken to the studio in brief cases by jewelers escorted by a police squad. The officers remained while the jewelry was being used in the scene and then escorted the jewelers to their shops.

The collection included an \$80,000 diamond necklace, a \$75,000 string of matched pearls, a \$50,000 diamond tiara, two \$50,000 diamond necklaces, a \$60,000 diamond bracelet, a \$50,000 diamond and ruby necklace, a diamond and ruby French cuff bracelet with clip and ring to match, worth \$20,000; a \$20,000 chrysoberyl cat's eye ring, a \$16,000 diamond ring, and the famous Queen of Delhi star sapphire, reputedly the most perfect stone of its kind in the country, valued at \$10,000.

Asked why he used real gems in the film instead of imitations, Director Mitchell Leisen smilingly put it down to the "DeMille influence." Leisen served his film apprenticeship with DeMille, who's a stickler for using real jewelry.

ONE OF THE THINGS THAT HELD THE TRAIN UP

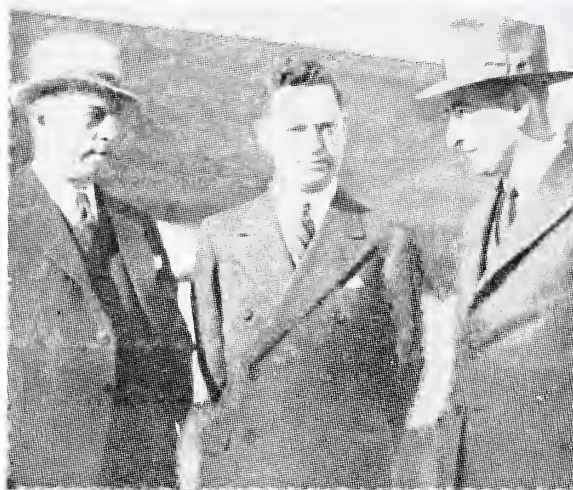
A kiss of record length has been recorded by Gilbert Roland and beautiful Dorothy Lamour.

Workers on the set of Paramount's "Last Train From Madrid" estimate the pair stood with lips pressed together a total of one hour and eighteen minutes.

With both players' stand-ins absent on account of illness, Roland and Miss Lamour had to stand in for themselves during the making of a scene showing the reunion of a young noblewoman and her lover just released from prison.

During much of the time that lights were adjusted for longshots and closeups, they stood with lips together, and continued so—with inter-

WHEN HARRY HUNTER REACHED AUSTRALIA



This is from the cover of Australia's "Paramount Sales Punch" announcing the arrival in Sydney of the Blue Ribbon Division's new Managing Director, Harry Hunter. He is shown with General Sales Manager William Hurworth (left) and Secretary-Treasurer James A. Sixsmith. Much of the editorial matter of the issue dealt with the splendid reception given their leader by

the entire staff. Later announcements have told of the various film industry receptions accorded Mr. Hunter. The press was likewise most cordial with respect to Mr. Hunter's advent, all of the interviews pointing to a state of harmony which augurs well for the new managing director's future activities in Australia. He has since gone on several surveys of his territory with Mr. Hurworth, his travels so far having taken him into South Australia, Victoria and Queensland, as well as several trips into various parts of the state of New South Wales.



RECREATING THE TURMOIL OF WAR-TORN SPAIN

Here, reproduced in the Paramount Studio in Hollywood, is the railroad station of Madrid from whence departs "The Last Train From Madrid." Eye-witnesses of this production scene have termed it one of the most dramatic episodes ever placed on film.

missions, of course—for numerous takes.

Chico Alonso, brother of Roland and an assistant director on the pic-

ture, clocked the number of minutes the pair "clinched." The kiss will be a flash of a few seconds on the screen.

PRODUCTION FLASHES

The success of Eleanore Whitney and Johnny Downs in "Turn Off the Moon" has led to their retention as a dancing team in "Good Night Ladies," formerly known as "Adventure With Music."

Max Miller, who achieved considerable fame a couple of years ago with his "I Cover the Waterfront," has been signed by Paramount to prepare the screen treatment of "Ruler of the Seas," a film epic based on the merchant marine rise of the Cunard-White Star Company.

The title of the Dorothy Lamour-Ray Milland sequel to "Jungle Princess" will be "Her Jungle Lover."

PARAMOUNT NIEUWS

Bij het ter perse gaan van dit artikel is de Heer Hicks nog in den vreemde, doch hij hoopt 7 Juni met de "Queen Mary" terug te zijn in New York. Gedurende zijn inspectie in Europa schreef hij ons herhaaldelijk over de goede ontvangsten, die men hem overal in Europa bereidde en verzocht ons, zoo mogelijk, hiervan melding te maken en onze Paramounters namens hem te bedanken.

Het zal U allen verheugen te vernemen, dat "Souls at Sea" en "High, Wide and Handsome" thans gereed zijn en dat copieën binnenkort verzonden zullen worden zullen worden naar de vier hoeken der aarde. Inmiddels staan eenige andere belangrijke films op stapel, waaronder "Ebbtide" en

(Continued on Page 12)

LONDON CALLING

Our visitor this week is Mr. John W. Hicks, Jr., on his periodic survey of the territory. Got in from Paris a day or two ago for a con-fab with Head Office. His arrival is always an eagerly-awaited event and he usually brings us good news. This time he brought us the Convention trailer and those who have seen it are in no doubt as to the quality of the product the studios have in store for us—and of course for the G.B.P. (Grand British Public to you.)

The Paramount News-compiled Coronation film, "Crown and Glory," has been a wonderful Coronation attraction. Representing the result of several months' painstaking work on the part of the Paramount News outfit, the film is generally admitted to be quite in a class by itself. "Crown and Glory," which, no doubt, you will see in due course, is a film of living history and traces in a vivid fashion the development of world events which have had a bearing on British history during the last half century. By the way, Paramount News still bring out two crackling news issues per week and think nothing of their achievement in making this brilliant history-film "on the side."

Visitors to the Plaza last week included a dozen members of the Rhodesian Scout Movement, over here for the Coronation. Invited to the famous Paramount house by our Publicity Department, they were officially enrolled as members of the "Popeye the Sailor" movement. They had already adopted Popeye as their official mascot in Africa, and as a memento of their visit to the Plaza, they were presented with life-sized models of the famous cartoon figure and badges were presented to each member of the troupe. The presentation was carried out by the Plaza's new assistant manager, Mr. William Olding. They were greatly thrilled with their tour of a modern picture theatre and several were amazed with their first hearing of a giant cinema organ. Though not exactly from the wilds, London in general and Paramount in particular provided them with something in the way of new experiences. Incidentally, they have never yet missed seeing a Popeye release.

The Paramount Amateur Swimming Club, presided over by Mr. J. C. Graham, has just started its fifth season. The club is looking forward to a successful year having made the other film houses sit up and pay attention during the past season. Among the events open to the Trade carried off by the P. A. S. C. last year was the Ladies' 66 Yards and the Paramount girls also beat all comers in the Ladies' Team Race. This year we hope that some of the boys will be in the headlines!

Betty Grable, young singing actress, has been placed under contract by Paramount. Her first assignment will be to replace Shirley Ross in "This Way, Please."

Edwin Justus Mayer will do the script for "Midnight," Marlene Dietrich's picture to follow "Angel."

Two Films Magnificently Acclaimed



FRENCH LEGION HONORS ZUKOR . . . For his contributions to the art of films, Adolph Zukor has been made an officer of the French Legion of Honor. He is shown here directly after M. J. J. Viala, Los Angeles French Consul, conferred upon him the society's rosette at a ceremony on the set where Ernst Lubitsch is directing Marlene Dietrich in "Angel." Left to right, seated, Mrs. Zukor, Mr. Zukor, M. Viala, Marlene Dietrich, Mme. Viala, Mrs. Eugene Zukor and Ernst Lubitsch. Standing, Frank Lloyd, Chris. Dunphy, Henry Herzbrun, Cecil B. DeMille, George Bagnall, George Jomier and Eugene Zukor.

HURWORTH'S SALES TALK STILL SPARKLING GEM

We have just received a copy of Australian General Sales Manager William Hurworth's sales talk for the month of April. It was written immediately following his return to Sydney from New Zealand, whence he went with Mr. Sixsmith for the purpose of meeting Managing Director Hamter and accompanying him to Sydney.

Hurworth this time dwells on Australia's retention of Sixth Place in the Contest and reveals ways and means whereby this spot can be whittled down by at least five notches. He particularly stresses the wealth of product that is on the way, and actually sees no reason why Australia's appreciation of this (and that goes for General Manager Craig's New Zealand also) cannot have the Division in the leading spot before the end of the year.

LAST MINUTE PRODUCT FLASHES

Martha Raye demonstrates that she can sing a song quietly in "Mountain Music." The picture is hailed as a riot of mirth.

George Antheil has composed the musical score for Cecil B. deMille's "The Buccaneer."

The B. P. Schulberg picture formerly known as "Let's Talk of Love," and starring John Trent and Ann Dvorak, has been finally titled "She's No Lady."

"On Such a Night" is the final title for Emanuel Cohen's picture formerly known as "Flood Crest." The dramatic climax of the picture deals with a flood crest, which is the reason for calling it "On Such a Night." The action takes place at night.

OVERSEAS DELEGATES TO LOS ANGELES CONVENTION

Fred W. Lange, general manager for Continental Europe, will arrive in New York City on June 1st for the purpose of representing his extensive territory. John L. Day, Jr., is already here in his capacity as general manager for South America.

Home Office will have representation by Mr. Hicks, who will arrive in New York in time to leave immediately for Los Angeles; George Weltner and Albert Deane.

The Convention dates are June 10, 11, 12, and the place of the meeting is the Ambassador Hotel.

VICEROY AND GOVERNOR-GENERAL, AND GOVERNORS OF INDIA PAY HIGH TRIBUTE TO PARAMOUNT

Paramount's inspiring British production, "Crown and Glory," and the Paramount Coronation films, were given screening in Calcutta last month before the most imposing official audience ever gathered for a screening. The high officers of the British Crown who accepted Paramount's invitation were:

His Excellency The Marquess of Linlithgow, P.C., K.T., F.M.S.I., G.M.I.E., O.B.E., T.D., Viceroy and Governor-General.

H.E. Sir John Anderson, P.C., G.C.B., G.C.I.E., Governor of Bengal; H.E. Lord Erskine, G.C.I.E., Governor of Madras; H.E. Lord Brabourne, G.C.I.E., M.C., Governor of Bombay; H.E. Sir Harry Haig, K.C.S.I., C.I.E., I.C.S., Governor of the United Provinces; H.E. Sir Herbert Emerson, K.C.S.I., C.I.E., C.B.E., I.C.S., Governor of the Punjab; H.E. Sir Maurice Hallett, K.C.S.I., C.I.E., I.C.S., Governor of Bihar; H.E. Sir Hyde Gowan, K.C.S.I., C.I.E., V.D., I.C.S., Governor of the Central Provinces; H.E. Sir Robert Reid, K.C.S.I., K.C.I.E., I.C.S., Governor of Assam; H.E. Sir George Cunningham, K.C.S.I., K.C.I.E., I.C.S., Governor of the North West Frontier Province; H.E. Sir Lancelot Graham, K.C.S.I., K.C.I.E., I.C.S., Governor of Sind; and H.E. Sir John Hubback, K.C.S.I., I.C.S., Governor of Orissa.

In addition, many important officials of each of the Provincial Governments were present.



ONE REASON WHY THE SEASHORE IS SATISFIED WITH ITS LOT

Sand and waves would be very foolish if they sort of up and complained about being what they are when they can so easily become party to the sort of scene shown above. This took place not so many miles from Hollywood, and involved a quintette of Paramount featured players, who are, reading from left to right—Lloyd Nolan, Terry Walker, John Howard, Dorothy ("Jungle Princess") Lamour and Larry Crabbe.

Paramount's Best Product

OUR SPECIAL "JUNGLE PRINCESS" DEPARTMENT

News about this vitally important Paramount picture continues to roll in from so many angles that we have determined to departmentalize it. Foremost among the news is the Studio's announcement that a sequel to the picture, employing the same stars, will definitely be made.

From Singapore there have come reams and reams of praise for the authenticity of the Malay dialogue used. All of the foremost newspapers have praised the picture as well as Paramount's diplomacy in authenticating the language used. Steps were also taken, according to Mr. John A. Groves, to preserve the press praise in perpetuity by enclosing clippings in the cornerstone of the Building of Justice then being built in Singapore. Mr. Paul Verdayne, Singapore manager, likewise forwarded much praise, including the personal plaudits of several of the native rulers in the principalities comprising the Federated Malay States.

Another type of praise has come from the Philippines Commonwealth. Manager F. C. Henry, in telling of his appreciation of all that the Studio is doing to provide another picture of this type, went on to say that "There are a lot of exhibitors around here who, I am sure, would be willing to almost trade Philippine Independence for another such feature." Well, Hank, you can tell them now that they are getting their wish, and they can also have their Independence. A true case of eating their cake and having it as well.

LUSH LOVE

The sequel to "Jungle Princess" is already named, and is a worthy follow-up to what transpired in that first unforgettable epic of the Lushlands of Malaya. Starring Dorothy Lamour and Ray Milland once again, it will be named "Her Jungle Lover."

Although a scant quarter of a page in this particular issue we have every expectation of seeing our "Jungle Princess" Department grow until it expands over many pages. This picture you see, is an important one psychologically, as well as Box-officially: it is a living, breathing example of the fact that in this business one never knows where the next pounding, pulsing success is coming from. It is evidence of the fact that the fullest possible appraisal should be given every film from the moment it is announced as planned for production. It is, finally, one of the reasons why we like to include in every issue of this magazine as many itemized paragraphs dealing with product, as space permits.



PLOTTING PARAMOUNT'S NEW JUNGLE EPIC

Tussling with a globe above are Colin Tapley (left) and Clyde Elliott. The object of their attentions is the exact location spot to which they will travel for the purpose of filming "Boo-Boo." This spot is 400 miles north of Singapore, in Malaya. Tapley will be the only white member of the cast, and the film will deal with the capture of wild animals for zoo and circus purposes. Elliott has to his credit the production details of Frank Buck's "Bring 'Em Back Alive" and "Devil Tiger." Elliott, Tapley, and their cinema safari have already left Hollywood.

Air, Sea and Land All Included for Showman-ship Values

Paramount's new season's product will include at least one film of the air rivaling the historic "Wings," at least one film of the merchant marine which will set a new precedent, and in addition many epics of courage on the earth which will be grand treats for picturegoers everywhere throughout the world.

All of this news is promised for detailed announcement in the next issue of this magazine, which will go to press as soon as possible after the return to New York of the Foreign Department's delegates.

And, since you have a sentimental interest in what concerns the Foreign Department, let it be said here and now, with full recognition of all that the statement implies, that this new season's product will be the most appealing, in the fullest practical sense, that the Foreign Department has ever known. In other words, it will be a program for the entire Paramount organization and the entire world.

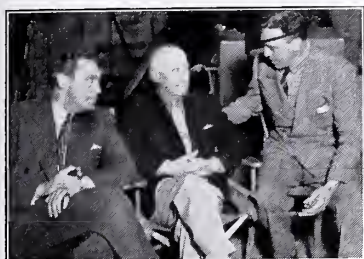


SIX FLASHING SCENES FROM FOUR FLASHING FILMS

Here's lens proof that the grand new product is rolling right along. In the top row we have first a scene from "Artists and Models," with principals Jack Benny, Richard Arlen and Ida Lupino featured; then the three principals of Ernst Lubitsch's "Angel," Marlene Dietrich, Herbert Marshall and Melvyn Douglas; finally the three headliners of

"Exclusive," Charlie Ruggles, Frances Farmer and Fred MacMurray. In the lower row, at left, is an action scene from "The Last Train From Madrid"; then the three principals again in the longest drawing room in film history; and finally one corner of the Beaux Arts Ball setting in "Artists and Models."

In the Company's History!



PERSONAL TOUCH OF A.Z.

Here's another chapter in our serialized story of the first-hand production activities of Adolph Zukor. Since the founder of our Company localized his activity at the very fountain head of production there has been no Paramount picture made that has not had his personal attention from beginning to end. He is shown here conferring on the set of "Artists and Models" with Raoul Walsh (right) who is the director, and Jack Benny, the comedy star caught in one of his infrequent sober (faced) moments.

PRODUCTION NOTES

Marsha Hunt has been signed to a new Paramount contract. Her most recent work was in "Murder Goes To College," and she is now working in "Easy Living."

Kirsten Flagstad, Norwegian soprano, recorded her sequences for "The Big Broadcast of 1938" on Friday, May 14, and sailed immediately thereafter for Europe. This is her first screen appearance.

Franciska Gaal will appear as a blonde in "Buccaneer," the studio decided. She has been a brunette ever since arriving in the United States.

"This Way Please" will be a virtual Who's Who of the American radio star system. Shirley Ross and Charles (Buddy) Rogers, who have the chief featured roles, are also very well known on the air. In addition, the cast will include Mary Livingstone, wife of Jack Benny, and a regular member of his air company; Fibber McGee and Molly, one of the ace air comedy teams, and Jerry Bergen, an air singer. The picture deals with the back-of-the-scenes operation of a modern motion picture theatre.

Peter Arno, celebrated cartoonist of The New Yorker, and other magazines, will appear as himself in "Artists and Models."

"Moonlight and Shadows," the song introduced so successfully in "The Jungle Princess" by Dorothy Lamour, is in the best seller class of American sheet music. Upwards of 250,000 copies of the song have been sold in American music stores.

Richard Arlen has the male romantic lead in "Artists and Models," which stars Jack Benny. In the cast also are Ida Lupino and Gail Patrick.

Nancy Clancy, the four-year-old star signed by Emanuel Cohen for his Major Productions, will be known hereafter as Kitty Clancy. Her first appearance will be in a brief role in "Midnight Madonna," recently completed, but she will be more prominently cast in her next picture.

Harold Lloyd's next picture will be "Professor Beware." It has an

(Continued in last column)

HIGHSPOTS IN THE STUDIO'S PRODUCTION ANNOUNCEMENTS

Dorothy Lamour and Ray Milland will definitely be co-starred in a sequel to "Jungle Princess." Work on this will commence just as soon as Miss Lamour completes her current commitments. It will be titled "Her Jungle Lover."

Oscar Homolka, who created unforgettable roles in several British pictures, including "Rhodes," has arrived in Hollywood and is already at work in "Ebbtide."

W. C. Fields, having proven his fitness of health by appearing regularly in air programs during the past several weeks, is now back at his Paramount studio work making ready for "The Big Broadcast of 1938" and a later picture as yet untitled.

Paramount will film, on epic proportions, a dramatic pageant of the founding and growth of the Cunard-White Star Line under the title of "Ruler of the Sea."

The Technicolor used in "Ebbtide," now in production, is claimed to be the most naturally effective use of this medium the screen has yet known.

Fred MacMurray has signed a new 7-year Paramount contract, his first film under this deal being "True Confession," with Carole Lombard.

Sylvia Sidney will be co-starred with George Raft in "You and Me" under the direction of Fritz Lang.

James Hogan, who has just completed production of "The Last Train From Madrid," will handle the directorial end of "Ebbtide."

"CHAMPAGNE WALTZ" CONTINUES ITS MUSICAL TRIUMPH IN COLOMBIA

Alvaro Reyes, Paramount's genial manager in Colombia, stepped blithely into the cable station at Bogota a few days ago and sent the following flash to George Weltner, acting manager of the Foreign Department in New York:

MUSICAL NUMBERS IN "CHAMPAGNE WALTZ" A TREMENDOUS SUCCESS. FILM'S RELEASE AT FAENZA THEATRE YESTERDAY ASSURES BRILLIANT EXPLOITATION CAMPAIGN THROUGHOUT COLOMBIA.

Of course he didn't use all those words, but he did use enough to tell us that this picture is a rare musical treat for the picturegoers of Colombia, and that the success it scored in Bogota would reverberate throughout the length and breadth of Colombia.

MAKE UP AND KISS

Mitchell Leisen, who has directed some pretty good pictures for Paramount since graduating to a megaphone after being Cecil B. de Mille's set designer for so many years, has now been found guilty of "leading with his kisser" by selecting from all of FilmLand's osculators "The Screen's Ten Best Kissers." According to Leisen these are:

GRETA GARBO
CLAUDETTE COLBERT
RAY MILLAND
MARLENE DIETRICH
CLARK GABLE

JEAN ARTHUR
OLYMPE BRADNA
CAROLE LOMBARD
GARY COOPER
MAE WEST

What we like best about Mr. Leisen's nerve in making this selection is his further summation on kissing wherein he says: "Kissing is an angle of acting much neglected by players. It takes study, training, and should be done with utter unconsciousness of camera and spectators."

Like at a railway terminal, for instance.

Or where else, if any, is there any kissing done?

Meanwhile we are not enrolling students who are anxious to acquire the "training and study" which Mr. Leisen says are so necessary.

It should be mentioned, however, that Mr. Leisen's prognostication was issued in connection with a picture that he is now directing. It must have some link with the title of the picture, we feel. The picture is entitled "Easy Living."

An advance insight into the details of the product to be announced for positive making at the Convention which opens in Los Angeles on June 10th reveals that Paramount will be absolutely unassailable in the season which commences August 1.

These plans will be spread before you in the issue of this magazine for July 1st. Accustomed as we are to spreading before you the details of forthcoming product, we nevertheless feel so strongly about this new lineup that we will sincerely refrain from further mention here, permitting the announcement in due time to speak for itself with an eloquence which we know will penetrate to the ends of the earth, and in so doing will more than astound those whose ears and eyes have become accustomed to the great things that the motion picture world is capable of.

Our editorial fingers itch to say more, but wisely we will control them.

PRODUCTION NOTES

(Continued from first column)

American locale throughout.

Paramount has signed another prominent radio star, Niela Goodelle. She sings magnificently, and is tall and stately—and attractive.

Ivan Lebedeff has been added to the cast of the Lubitsch production, "Angel," starring Marlene Dietrich.

Grant Richards steps from the prominence of the Philo Vance role in "Night of Mystery" to the romantic lead in "Love On Toast."

"Flood Crest" has been renamed "On Such A Night," and is being made for Paramount release by Emanuel Cohen with Karen Morley, Alan Mowbray and Roscoe Karns in the leads.

"Summer Romance," a story of a summer vacation camp for adults, will be produced for Paramount by Fanchon with Bing Crosby and Franziska Gaal in the leads.

Terry Walker and Benny Baker have been added to the cast of "Good Night Ladies," in which Eleanor Whitney, Johnny Downs and Lynne Overman have the leads.

SCANDINAVIAN SNAPSHOTS



That something more than the mere pendulum of chance has placed Carl P. York and his Scandinavian Division at the head of the Contest is proven by the wide swathe of exploitation and publicity which has been cut clear across the Scandinavian territories by energy-plus Paramounteers. We present above a small coterie of these efforts, culled from an avalanche of them rained on our editorial heads by indefatigable Carl York.

At the top left is an enterprising tie-up with the Buick automobile engineered in Oslo by Manager Erling Eriksen. The tie-up was for "The Plainsman," and the display revealed the great strides made in transportation since the stagecoach days of the DeMille epic.

In the top centre scene is the Scandinavian publicity director, Bengt Janzon (left), with Theatre Manager Alfred Björck in charge of Paramount's China Theatre. Mr. Janzon recently made a comprehensive tour of all Sweden in behalf of Adolph Zukor's Silver Jubilee, addressing theatre audiences, university students and teacher organizations. Following this tour, the success of which was unprecedented, Mr. Janzon continued it into Finland and Norway, everywhere meeting with the greatest enthusiasm. Once arrived in Helsingfors, he transferred this duty to Mr. E. Waltasaari, our publicity manager in Finland, and this fine Paramounteer carried the message on in the same spirited fashion throughout Finland and Denmark. In our opinion this is one of the most progressive and lasting pieces of propaganda ever attempted on Paramount's behalf, and both Mr. Janzon and Mr. Waltasaari deserve tremendous credit for it.

At the top right is another of Mr. Eriksen's fine window tie-ups in Norway. This time the link, also for "The Plainsman," was with Bennett's Travel Bureau, and again the stagecoach motif was used.

At the lower left is Bengt Janzon

FLAGSTAD SANG!

Already the Paramounteers who have so marvelously maintained leadership in the 1937 International Contest are laying big plans for going the absolute limit in exploiting "The Big Broadcast of 1938." One potent reason for this activity is the fact that a massive sequence in the new radio opus is devoted to the Norwegian soprano, Kirsten Flagstad, who not only renders a Wagnerian masterpiece dear to the hearts of all Scandinavians, but also sings a beautiful ballad.

This sequence was recorded a few days ago in the Long Island Studio in New York where so many great Paramount successes have been filmed in the past.

addressing one of his many audiences throughout his tour.

The lower centre picture reveals an audience at the Rex Theatre, where they were first addressed by Mr. Janzon and then shown Paramount's special Jubilee trailer of films past, present, and momentarily expected in completed form.

The final picture is of a display in the window of the Rondo Radio and Gramophone Store in Copenhagen, and the benefitting picture this time is "The Big Broadcast of 1937." The picture did very well in Copenhagen, according to word from Mr. York.

NYHETERNA FÖR DENNA MANAD

Mr. Hicks är fortfarande i Europa, när dessa rader skrivs, men han väntas tillbaka till New York den 7de juni med ångaren "Queen Mary." Han har rest en hel del på kontinenten och har hela tiden i brev beskrivit det storartade mottagande han fått av alla Paramountärer. Han skrev att han hoppades vi omtalade detta i vårt månadshäfte och på samma gång framförde hans tack till alla dem, som gjort hans resa så genomtrevlig.

Det måste vara goda nyheter att höra att både "Souls at Sea" och "High, Wide and Handsome" äro färdiga, och att prints av dessa två filmer skola sändas till världens fyra hörn inom två veckor. Under tiden arbetas det för högtryck på andra storfiler som till exempel "Ebbtide" och "Buccaneer," och vi kunna se framtiden till mötes med glädje.

Carl P. York är fortfarande i spetsen i den Internationella tävlan för divisionerna och Sverige för landen. Det tycks som om somliga av de andra borde spänna på sig skidorna eller ta på snöskorna.

En av de bästa nyheterna från atelén är, att så snart som möjligt göra en film av samma slag som

"Jungle Princess," och på så sätt taga vara på en sådan talang som Dorothy Lamour och Raymond Milland och de bästa vilda djur, som kunna fås.

Vi här i huvudkontoret äro mycket glada att för tillfället ha besök av den trevliga John L. Day, Jr., chefen för våra kontor i Sydamerika.

"The Plainsman" gör fortfarande triumftåg genom världen. De viktigaste nyheterna för tillfället om denna film komma från Argentina, varifrån avdelningschefen John B. Nathan, har skrivit om filmens sensationella popularitet i Buenos Aires.

"Make Way For Tomorrow," som vi skrevo om förra månaden, har fått ett storartat mottagande av alla New Yorkkritikerna. Filmen kommer antagligen att stanna för veckor framåt på Criterionteatern här.

Från ett flertal land i Europa ha vi mottagit brev, som alla uttrycka det stora nöjet hos våra Paramountärer, då de personligen hade glädjen att få göra Barney Balaban's bekantskap. Denna populära Paramountär kommer tillbaks hit med "S. S. Queen Mary" tillsammans med Mr. Hicks.

I nästa nummer komma vi att skriva en hel del om Paramounts årsmöte, som öppnas på Hotel Ambassador i Los Angeles den 10de juni. På flera sätt väntas detta möte att bli det mest epokgörande i vårt bolags historia.

HOLLAND COMMENCES NEW PARAMOUNT MAGAZINE

We are mighty pleased to announce the arrival in New York of the first issue of "Paramount Koerier," attractively produced and news-packed magazine of the Netherlands organization so ably managed by Manager Charles Peereboom. The magazine is to appear once a week, and it reveals with its first issue that the wealth of its contents will have an eager audience ready for its every issue. Of particular comment in the first issue is a special article devoted to Carole Lombard and entitled "Koningin Carole." We hasten to compliment Publicity Director B. D. Linden on a very fine job of publication.

LATER. The second issue of this bright little weekly magazine has just come to hand. The high quality of the inaugural issue is maintained, and this time prominence is given Marlene Dietrich's new film, as well as the activities of Gail Patrick and Akim Tamiroff.

PREVIEWS OF THE NEW PARAMOUNT PICTURES

I MET HIM IN PARIS

One of the jolliest Paramount pictures in a decade. Sheer fun from beginning to end, and understandable to audiences anywhere. Claudette Colbert, who is at her best in fast, zestful farce, was never better. And Melvyn Douglas and Robert are grand support. Picture takes place practically in its entirety in the Swiss Alps.

TURN OFF THE MOON

A Paramount junior musical made with zip, zest and zoom. Some of the swellest songs and niftiest dances seen in many a long moon. Miss Fanchon, who produced the film, has had an obvious eye towards the Foreign Department and has given us a film that will do plenty of business in plenty of places.

NIGHT OF MYSTERY

A 1937 version of "The Greene Murder Case." Told with many twists not found in the original version and featuring Roscoe Karns, Grant Richards, Elizabeth Patterson, Colin Tapley and Harvey Stephens.

"MAKE WAY FOR TOMORROW"

NEW YORK CRITICS LAVISH SUPERLATIVE PRAISE ON FINE PARAMOUNT FILM

It is with a deep sense of pride that we follow our last last month's editorial on "Make Way for Tomorrow" with the following excerpts from the paeans of praise lavished by the New York City critics on this picture which had its world premiere at the Criterion Theatre.

N. Y. Sun
"This is one of those productions Hollywood turns out too seldom, a story perfectly cast, directed with imagination and sympathy.... 'Make Way for Tomorrow' is a fine, tragic and moving drama, with comedy that heightens its poignancy.... Should be seen by every mother, father, son or daughter."

N. Y. Evening Post
"It is hard to remember when the screen has been honored with a more bitterly tragic and truthful presentation from life."

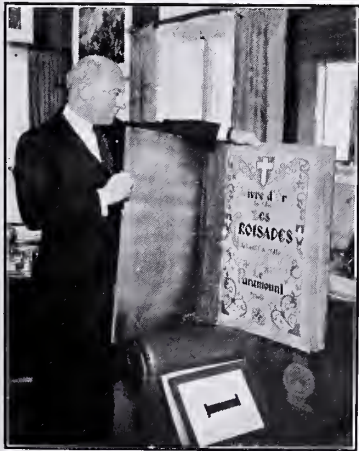
Sunday Mirror
"Every child and every parent should see this moving dramatization of Josephine Lawrence's prize winning novel.... It is a new, bold, handsome, infinitely stirring picture. Director McCarey did brilliant work with his skilled and sensitive company."

Sunday News
"Mr. McCarey has turned out a thoroughly realistic and deeply moving film drama that surprised Hollywood."

N. Y. American
"My hat is off and in the air where 'Make Way for Tomorrow' is concerned. Courage, imagination, belief in the intelligence of the picture-going public have gone into the filming.... Maybe, what with one thing and another, here is a motion picture masterpiece!"

N. Y. Times
"Leo McCarey's 'Make Way for Tomorrow' has three qualities rarely encountered in the cinema: humanity, honesty, and warmth.... An extraordinarily fine motion picture, one that may be counted upon to bid for a place among the 'ten best of 1937'."

N. Y. Herald Tribune
"Simplicity and honesty—qualities that are not to be found frequently on the screen—distinguish 'Make Way for Tomorrow.' Resolutely directed and acted, it is a fine and moving photoplay.... Mr. McCarey has made another distinguished photoplay."

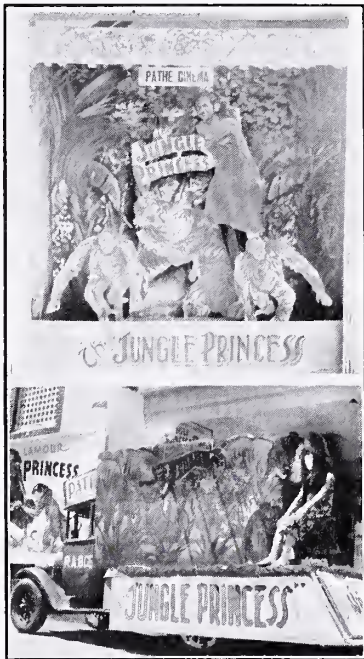


DE MILLE AGAIN ADMIRES MEMORABLE FRENCH CAMPAIGN

About a year ago a brilliant exploitation campaign on behalf of "The Crusades" was engineered at the Paramount Theatre, Paris, by house manager Rene Lebreton and advertising manager Andre Agramon. This campaign, compressed in book form, won the Silver and Bronze Quigley Awards of the Motion Picture Herald for April, 1936.

Following that triumph the book was retained by the Herald for the judging, in April of this year, to determine the Grand Award for 1936. In this judging the entry of Messrs. Lebreton and Agramon lost out by a very slender margin, and the book then went forward to the Hollywood

EXPLOITATION PAYS



RANGOON RAVED OVER "JUNGLE PRINCESS"

Here are two glimpses of the spirited exploitation campaign put in back of the presentation of "Jungle Princess" at the Pathe Cinema, Rangoon, Burma. The top picture shows portion of the front of house display; the other shows a street float, mounted on a truck, for parading the thoroughfares of Rangoon.

POCKET SIZE ANNOUNCEMENT BOOK FROM JAPAN

Again Tom D. Cochrane's publicity force has delivered a grand piece of printed announcement to the waiting Japanese exhibitors. This newest chunk of informativeness is about sixteen pages in contents, printed on high grade paper, and lists only the toppers among the current and immediately forthcoming Paramount product.

PUNCHFUL AUSTRALIAN SALES PUBLICATION

Issued every once in a while by Advertising Manager Hermann E. Flynn in Sydney is a colored and colorful magazine called "Paramount Box Office News." It carries striking announcements concerning coming pictures, a recapitulation of all recent trade paper advertising, and a great deal of other information of priceless value to discerning exhibitors.

Space is also devoted to the Paramount Short Features, and particularly to Paramount British News, which reaches Australia via airmail from London and thus makes the screens of Australia faster than would the regular news via trans-Pacific steamer.

Studio of Paramount for presentation to Cecil B. DeMille.

We now show you its reception by Mr. DeMille, and add the information that it is a conspicuous part of his famous collection of exploitation trophies.

EXPLOITETTES

We have received a splendid full-page advertisement on "Champagne Waltz" from Singapore. The advertisement appeared in The Malaya Tribune.

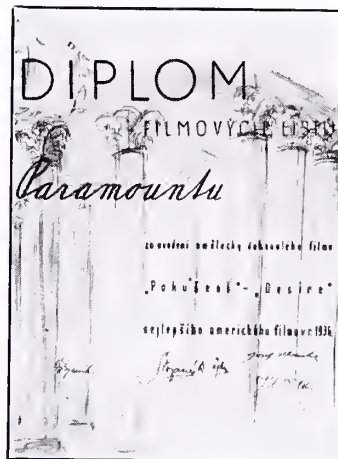
This opportunity should also be taken to congratulate the publicity staff in India on the continued barrage of fine advertising and publicity which has been maintained in behalf of "The Plainsman." One exceptionally fine splash was the half page advertisement in the vernacular press, and notably in "Ananda Bazar Patrika."

PARAMOUNT OPENS NEW BRANCH OFFICE

Paramount marches on! A new office, forming part of Division Manager A. L. Pratchett's "Revolucionario" territory, was opened on May 11th at Port-of-Spain, Trinidad, B. W. I.

Henry Gordon, recently assistant manager at Cristobal, Canal Zone, is temporarily in charge. The office's first announcement of product to the exhibitors of Trinidad, British Guiana, Netherlands Guiana, Barbados, and other adjacent territories, has already been made.

The company's name is Paramount Films of Trinidad, and the office is situated at 82a Queen Street, Port-of-Spain.



"DESIRE" WINS CZECH AWARD

Pictured herewith is the trophy won by Paramount's "Desire" in Prague, Czechoslovakia. The Dietrich-Cooper-Lubitch-Borzage film was adjudged by the trade paper, "Filmové Listy," to be the outstanding American film exhibited in Czechoslovakia during 1936.

ITALY'S EXHIBITS

Just to hand is a remarkably fine aggregation of exploitation material from Italy. It consists of reproductions of posters, postcards, window display cards, and very attractive heralds. All bespeaking the tremendous enthusiasm of Publicity Director P. Sereno and his staff.



A CINEMA CITADEL OF INDIA

Mr. S. Ganguli, general sales manager at present in charge of our Calcutta (India) office during the absence in India of General Manager Charles Ballance, has sent us the above snapshot of an unusual looking theatre in Bangalore, India. This theatre, which looks for all the world like a medieval castle, was at the time the picture was taken the local exhibition centre for "The Big Broadcast of 1937," and several other Paramount attractions.



LONDON STUNT

Last month we described an excellent exploitation stunt carried out in the mammoth London department store of Selfridge and Company, and executed by Paramount publicity men J. S. Upfold and H. Taylor. Here is the stunt pictured. The "Tele-film" devices are illustrated with scenes from "The Plainsman," and customers at the listening-phones hear actual scenes from the picture as carried over the wires from the Plaza and Carlton Theatres. Their interest is thereby whetted, and a visit to either of the theatres is the natural step.

FINE BRAZILIAN HOUSE ORGAN

We have just received the April issue of "Paramount em Aecao," the brilliant house organ issued each month by the staff of the Rio de Janeiro office. The mimeographed magazine is now dressed-up with an attractive cover, which is itself embellished with an unmistakable Paramount trade mark, and carries many fine messages testifying to the unbounded enthusiasm of the Brazilian forces.

This particular issue carries a farewell, or au' voir, message from Mr. Day, written on the eve of his departure on a business trip to New York. This message was decorated with a cartoon of South America's leader waving a farewell from the ship as it steamed out of Rio's magnificent harbor.

John has told us personally that he has a publicity force which is as unbeatable as his sales force. As we read "Paramount em Aecao" we know that he is speaking the truth.

NOTICIAS DEL MES

—El señor Hicks, que se halla aún en Europa al entrar en prensa estas líneas, regresará a Nueva York el 7 de junio, en el trasatlántico *Queen Mary*. Durante su jira, en la cual viajó extensamente por el continente europeo, escribió con frecuencia a Nueva York dando cuenta del espléndido recibimiento que le dispensaban los paramountistas de todas las ciudades que visitaba, y manifestando el deseo de que manifestásemos en estas columnas cuán agradecido les está a cuantos contribuyeron así a hacerle agradable su viaje.

—Será gran noticia para todos la que damos en la cubierta de este número tocante a haberse terminado ya "Almas en el mar" ("Souls at Sea") y "Alegre y feliz" ("High, Wide and Handsome"), dos películas que se despacharán a todos los países dentro de un par de semanas. Otras magníficas producciones, tales como "Marea baja" ("Ebbtide") y "Bucanero" ("Buccaneer") se hallan en preparación. Las perspectivas para la próxima temporada no pueden ser más halagadoras.

—Vuelven a corresponder los primeros puestos del Concurso Internacional a don Carl P. York entre los divisionarios y a Suecia entre las divisiones. ¡Mucho parece que tendrán que correr los que quieran adelantarse!

—Una de las informaciones más importantes en lo que atañe a la futura producción es la de que los Estudios hayan resuelto filmar lo antes que sea posible una película del mismo estilo de "La Princesa de la Selva" ("The Jungle Princess"), en la cual veremos, por supuesto, a Dorothy Lamour y a Ray Milland, bien así como una gran colección de fieras.

—La Oficina Central de Nueva York está de plácemes con la llegada del simpático don John L. Day, Jr., gerente general de la Paramount en la América del Sur.

—Continúan los triunfos mundiales de "El Llanero" ("The Plainsman"). La información más reciente que acerca de ellos hemos recibido es la que envía desde la Argentina el director gerente don John B. Nathan dando cuenta de la asombrosa popularidad de esta película en Buenos Aires.

—"La cruz de los años" ("Make Way For Tomorrow"), película de la cual hablamos en nuestras columnas editoriales el mes pasado, ha merecido entusiastas elogios a la prensa de Nueva York, ciudad en donde se exhibe, con inmensa asistencia de público, en el Criterion.

—De varias ciudades europeas recibimos correspondencias en las cuales se expresa la viva satisfacción experimentada por los paramountistas al haber podido conocer personalmente a don Barney Balaban, el presidente de la Paramount. El señor Balaban regresará a Nueva York, junto con el señor Hicks, en el *Queen Mary*.

—En el número del mes próximo daremos noticias relativas al Congreso anual de la Paramount, que se reunirá en Los Ángeles, en el Ambassador Hotel, el 10 de junio. Por más de un concepto, este congreso promete hacer época en la historia de la Paramount.



**ROYALTY AGAIN ATTENDS
PARAMOUNT'S LONDON PLAZA**

Pictured herewith at Paramount's Plaza Theatre in London are their Royal Highnesses the Duke and Duchess of Kent. They are shown arriving for the premiere of the Herbert Wilcox production, "The Fighting Navy."

LES NOUVELLES DU MOIS

Au moment où nous écrivons ces lignes, M. Hicks est encore à l'étranger, mais il sera de retour à New York le 7 Juin, arrivant sur "Queen Mary." Il s'est beaucoup déplacé sur le Continent et a, à de nombreuses reprises, informé New York des splendides réceptions qui lui ont été accordées partout. Il déclare qu'il espère que nous mentionnerons ce fait dans cette colonne et transmettrons ses remerciements à tous ceux qui ont contribué à rendre son séjour en Europe agréable.

On considérera comme une bonne nouvelle celle annoncée sur notre couverture, c'est-à-dire l'achèvement du tournage de "Souls at Sea" et "High, Wide and Handsome." Des photographies sur ces films commenceront à partir pour les quatre coins du monde d'ici deux semaines. Entretiens d'autres grandes productions, comme "Ebbtide" et "Buccaneer" sont en voie d'exécution, et l'avenir est réellement plein de promesses.

Les premiers dans la liste du Concours International sont de nouveau Carl P. York pour les Divisions et la Suède pour les pays. Il semblera utile à quelques autres de chauffer leurs skis et leur bottes de sept lieues.

Une des informations des plus intéressantes est la nouvelle que le Studio a décidé d'exécuter aussitôt que possible une séquence pour

NOTIZIE DEL MESE

Mr. Hicks e' ancora all'estero, mentre questo numero viene stampato; ma egli fara' ritorno a New York il 7 Giugno a bordo del "Queen Mary." Ha viaggiato molto in Europa ed ha scritto piu' volte a New York, parlando delle splendide accoglienze, che gli sono state fatte ovunque dai membri della Paramount. Ha detto che sperava che menzionassimo questo fatto nelle nostre colonne e ci facessimo anche interpreti dei suoi ringraziamenti a tutti coloro che gli hanno reso così piacevole il suo viaggio.

Certamente tutti saranno contenti osservando sulla nostra copertina che sono state completate le cinematografie "Anime sul Mare" (Souls at Sea) e "Alto, Grosso e Bello" (High, Wide and Handsome) e che le copie dovrebbero essere trasmesse ai quattro angoli del mondo entro due settimane. Frattanto altre grandi produzioni, come "Ebbtide" e "Buccaneer" sono state iniziate e le previsioni per la prossima stagione sono realmente molto rosee.

Alla testa della Gara Internazionale sono ancora Carl P. York

"Jungle Princess," utilizzando naturalmente Dorothy Lamour, Ray Milland et les excellents animaux maintenant disponibles.

Le bureau principal est heureux d'avoir la visite de John L. Day, Jr. le directeur plein de bonne humeur de l'Amérique du Sud.

Le succès de "Plainsman" dans le monde entier continue. Les dernières nouvelles à ce sujet sont arrivées de l'Argentine, d'où le Directeur Gérant John B. Nathan nous informe de la popularité sensationnelle du film à Buenos Aires.

"Make Way For To-Morrow," dont nous avons parlé éditorialement le mois dernier, a été magnifiquement acclamé par la presse de New-York. Le film continue une fort belle saison populaire au Criterion ici.

De divers centres européens nous avons reçu des assurances de la grande satisfaction des Paramountais d'avoir eu le privilège de rencontrer personnellement M. le Président Barney Balaban. Ce Paramountais populaire rentrera à bord du "Queen Mary" avec M. Hicks.

Notre numéro du mois prochain rapportera la Convention Annuelle de Paramount, laquelle s'ouvrira à l'Hotel Ambassador à Los Angeles le 10 Juin. A de nombreux égards on considère que cette Convention fera époque dans les annales de Paramount.

J. B. NATHAN RECORDS ANOTHER SUCCESS SMASH FOR DE MILLE'S "THE PLAINSMAN"

Cecil B. deMille's epic of courage, "The Plainsman," has cracked another long standing record in Buenos Aires, according to word raced north by cable earlier in the month. It appears that the premiere of the film at the Suipacha Theatre on May 6 shattered the all-time opening day record from standpoints of attendance and gross business.

This staggering success practically clinches the triumph of the film throughout Argentina, according to Managing Director Nathan.

LATER. Here's a genuine later flash. Three days after the foregoing information was cabled, another telegram brought news to the effect that the film continued to smash the Suipacha's records. It was then scheduled to remain there for a second week at the highest admission prices the house has known, and to move after that for an additional week at the Opera Theatre. There's no doubt about the positive success of "The Plainsman" in Argentina.

per le Divisioni e la Svezia per le Nazioni. Ci sembra che gli altri dovrebbero affrettarsi ad intensificare i loro sforzi.

Una delle piu' piu' importanti notizie nel campo della produzione e' la decisione dello Studio di produrre, appena sara' possibile, il seguito di "Principessa della Jungla" (Jungle Princess) con Dorothy Lamour, Ray Milland e i migliori animali disponibili.

L'ufficio americano e' felice di ricevere un'altra visita del geniale John L. Day, Jr., direttore generale per il Sud America.

Continua in tutto il mondo il successo del "Plainsman." E le piu' nuove ed entusiastiche notizie ci vengono dall'Argentina, dove il direttore John B. Nathan ha segnalato la sensazionale popolarita' della cinematografia in Buenos Ayres.

"Lascia posto a domani" (Make Way for Tomorrow), di cui abbiamo parlato editorialmente il mese scorso, e' stata acclamata in modo superbo dalla stampa di New York City. La cinematografia incontra un pieno successo al Teatro Criterion di quella citta'.

Da parecchi centri europei riceviamo notizie, le quali ci informano che i membri della Paramount, i quali hanno avuto il privilegio di incontrare personalmente il Presidente Barney Balaban, ne hanno avuto un grande piacere. Questo popolare membro della Paramount fara' ritorno sul "Queen Mary" assieme a Mr. Hicks.

Il numero del prossimo mese vi dara' notizia della Convenzione annuale della Paramount, che avra' luogo il 10 Giugno all' Ambassador Hotel di Los Angeles. Sotto molti aspetti si ritiene che essa sara' la piu' importante nella storia della Compagnia.

AS NOTICIAS DO MEZ

Mr. Hicks ainda permanece na Europa. Entretanto, deve partir de volta no paquete "Queen Mary," que chegará a Nova York a 7 de Junho vindouro. O illustre director do nosso departamento estrangeiro tem colhido as melhores impressões no seu giro pelo velho mundo, tendo sido optimamente recebido pelos paramountezes de todas as nações visitadas, aos quaes, por nosso intermedio, dirige Mr. Hicks os seus sinceros agradecimentos por todas as finezas recebidas.

—Será noticia de grata satisfação para os leitores, o que se evidencia da nossa capa, que a filmação de "Navio Negroiro" (Souls at Sea) e "Em Busca da Felicidade" (High, Wide and Handsome) já se acha concluida e que muito breve estarão esses dois magníficos filmes fazendo o deleite de milhões de espectadores em todos os recantos do mundo. Enquanto isto, anunciam-nos do estudio o inicio de dois trabalhos de valor, "Ebbtide" (Altamar) e "Buccaneer" (O Bucaneiro), filmes que virão enriquecer o nosso programma, já de si tão admiravel.

—Os dominadores no nosso Concurso Internacional no mez findo foram ainda Mr. Carl P. York, quanto ás divisões, e a Suecia, com relação aos paizes. A continuar assim, é melhor que os contendores calcem as botas-de-sete-leguas,

(Continued on next page)



John L. Day, Jr., photographed on a fishing trip with John B. Nathan (one recent Sunday). It was also apparently a holiday below the waves.

JOHN DAY BRIGHTENS NEW YORK

The most difficult thing in the world to get John L. Day, Jr., to do is to talk about himself when he is in Home Office; he is so fond of that South American organization of his that he'll talk of nothing else. That of course is fortunate in its way, because then we get a lot of first hand information about what a grand bunch of Paramounteers we have down there, what they are doing to promote Paramount's progress, and just why they have made Paramount there, as in all other parts of the world, pre-eminent.

Our concern at the moment, however, is in expressing our pleasure at seeing John back among us for a while. He looks and sounds fine, and the Day family made a grand picture trooping down the gangplank of the "Southern Cross" when they arrived.

John is going on to the Convention in Los Angeles for another look at California's City of the Angels. He'll be seeing some mighty Paramount Pictures in work, and when he returns southward on June 19th he is bound to take along with him.

AS NOTICIAS DO MEZ

(Continued from Page 10)

pois, do contrario, ficarão a meio do caminho.

—Uma das boas notícias vindas do estúdio, é que muito breve entrará em produção um novo filme com Dorothy Lamour, á maneira do seu famoso "Princesa da Selva," em que, como aquelle, figurará o galan Ray Milland. Creando o ambiente necessario, veremos no filme grande numero de feras em plena selva.

—Tivemos ha dias a grata surpresa de uma nova visita do bondoso amigo, John L. Day Jr., nosso gerente geral na America do Sul, com residencia fixa no Brasil.

—O grande exito obtido pelo filme "Jornadas Heroicas" acaba de ser repetido em Buenos Aires, Segundo communicação que recebemos de John B. Nathan, gerente da Paramount na Argentina aquella produção estava gozando ali de grande popularidade.

—O filme "Make May for Tomorrow" ("A Cruz dos Annos"), sobre o qual escrevemos editorialmente no nosso numero passado, já foi exhibido em Nova York, tendo obtido esplendida critica de toda a imprensa. Essa produção está sendo exhibida especialmente no "Criterion," o famoso cine-thea-

(Continued in last column)

PERSONAL FLASHES

BALLANCE CORDIALLY AU-REVOIR-ED IN CALCUTTA

En route to Europe for his customary rest cure and convalescence, General Manager Charles Ballance was given a hearty "send-off" in Calcutta early in April by his legion of friends and well-wishers. Mr. Ballance expects to be several months in Europe, during which time the management of his territory will be in the hands of Mr. F. V. Kennebeck in Bombay and Mr. S. Ganguli in Calcutta.



MR. HICKS VISITS ZAGREB

The Paramounteers of Zagreb, Jugo-Slavia, were delighted to have a visit from Mr. Hicks during his current European visit now drawing swiftly to a close. The Foreign Legion's Leader is here shown seated in Mr. Jordan's office. Standing behind him, left to right, are Messrs. A. Lichtschendl, M. F. Jordan, Fred W. Lange and Carl F. Dixon.

THE HOUSE ORGAN PARADE

Poland's "Doradca Filmowy" for May is a punchful plugger for "Souls At Sea," devoting two full pages to a build-up for this epic which you will all be seeing very soon now. Other sections of this always sparkling house organ are devoted to exploitation for "The Plainsman" and "Jungle Princess," both of which films have apparently been pronounced successes throughout Poland.

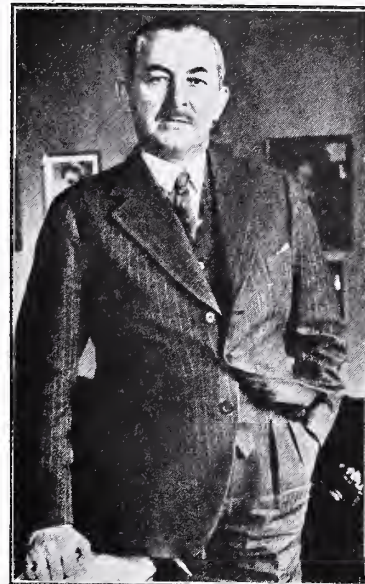
On the other hand, Italy's "Paramount" of April 30th went very heavily for "Nozze a Waikiki," which even the most elementary students in Italian know to be "Waikiki Wedding." This issue listed the standings of the local offices in the local contest as of 24th of April, and we find that these places were filled as follows: Firenze, Napoli, Roma, Genova, Catania, Bologna, Padova, Trieste, Torino, Milano. Space in the issue was likewise given to some effective office exploitation at Trieste on behalf of "The Plainsman," or, as Italy calls it, "La Conquista del West." Mighty simple language, that Italian.

London's "Paragram" for April was another house organ gem. Once again the editor has blended the present strength of the British organization with those sentimental links in the past which aided so materially in making the present mightiness of Mr. Graham's Division. Also given prominence in the issue were several highly informative articles dealing with the excellence of the new Paramount product.

SOME OTHER GLIMPSES OF PARAMOUNT'S PRESIDENT AND VICE PRESIDENT IN EUROPE



The top one of these two scenes represents a display arranged in the Vienna office by Mr. A. Lichtschendl to greet Messrs. Barney Balaban and John W. Hicks, Jr., on their arrival in the Austrian capital. The lower scene shows Mr. Hicks with four of the Valiant Vikings in the Hotel Angletterre in Copenhagen on April 19, 1937 (actually the day which started Mr. Hicks' 19th year with Paramount). In the scene, left to right, are Messrs Harry Hammar (Helsingfors), Erling Eriksen (Oslo), Carl P. York (Stockholm), Mr. Hicks, and Harald Frost (Copenhagen).



HARALD FROST HIGHLY ESTEEMED IN DENMARK

The above picture of Mr. Frost, Paramount's manager in Copenhagen, appeared prominently in a recent issue of the well known Danish weekly, "Uge-Journalen." In the accompanying story and caption the editors of the magazine decided that Mr. Frost is "...a true gentleman of the films, and a pioneer of motion pictures in Denmark....A man from whom one never hears an unkind word....A cautious man, but first and foremost, a kind man."



THE SUNSHINE OF AUSTRALIA IS IN THEIR FACES

The young Aussie at the right in this picture is James Sixsmith, Jr., son of the Australian organization's Secretary-Treasurer, and Mrs. Sixsmith. With him is an American-Aussie, John Joseph Kennebeck, whose Mother, Mrs. John E. Kennebeck, brought him and his equally charming sister back to America when the passing of his Father brought Paramount one of its saddest wrenches in many years.

(Continued from first col.)

tro da Broadway.

—De diversas capitais europeias recebemos noticias da grata satisfação dos paramounteizes que ali tiveram a oportunidade de conhecer pessoalmente o nosso presidente, Mr. Barney Balaban. O illustre viajante retornará a Nova York pelo "Queen Mary," em companhia de Mr. Hicks.

THESE PARAMOUNTEERS HAVE JULY FOR THEIR BIRTH MONTH

1 Mr. J. Hanikenne...Bruxelles Mr. P. B. Ruiz...Bilbao Mr. H. Sullivan...London Miss S. Sheehan...Melbourne Mr. D. Samuel...Melbourne Mr. Alam...London Miss I. Barker...Leeds	8 Miss A. Lewis...Melbourne Miss Hagley...London Miss Woodbridge...London Mr. W. Henderson...London M. Samuel...Cardiff Miss M. Clough...Melbourne	15 Mr. M. Mezziane...Algiers Mr. C. Andreoli...Basel Mr. A. Converso...Turin Mr. G. Cowan...Glasgow Mr. H. Marshall...Leeds Mrs. N. Pitchford...Liverpool Mr. S. Lanari...Rosario Miss Cole...London Mr. P. Hulme...Leeds Miss D. Ball...Leeds Miss A. Thompson...Leeds	22 Mr. A. Tiggeman...Amsterdam Mr. Fuller...London Mr. H. Klarsfeld...Paris Mr. A. Choubat...Paris Mr. M. Diaz...Madrid Miss E. Schmidt...Berlin Miss Hazlehurst...London Mr. V. Frier...London Mr. H. T. Pike...Sydney Mr. Constantine...London Mr. Colburn...London Mr. Meadows...London Mr. D. Meier...London Mr. D. McCormish...Glasgow B. Parry...Cardiff J. Psarudis...Bucarest Mr. I. Kaufman...Home Office Miss G. Dreyfus...Paris Mr. J. Baur...Strasbourg Mr. Hall...London Mr. Harland...Newcastle Mr. Purvis...Newcastle Mr. T. Webb, Sr...Liverpool	29 Mr. E. Chipp...London Mr. R. Cartledge...Melbourne Mr. C. O'Doherty...Liverpool Mr. G. Silvestre...Toulouse Mr. C. Kinoshita...Korea Mochamad Yasin bin Raenan, Batavia Mr. White...London Mr. N. Kearsy...London Miss A. Carr...Liverpool Miss Lane...Cardiff D. McConkey...Cardiff Miss C. Rambo...Madrid Miss Moss...London Mr. D. Lloyd...London E. Brookes...Cardiff Mr. R. Powers...Home Office E. Denes...Budapest Mr. I. Oes...Copenhagen Mr. G. deTorquat...Lille Mr. E. Graves...Lille Mr. F. Richardson...London Miss K. Mahon...Leeds Mr. S. Goldman...London Mr. R. Purvis...London Mr. Poat...London Mr. Cook...London Mr. M. Woitequand...Paris Mr. J. Sprengers...Bruxelles Mr. M. Nally...Melbourne Mr. H. Beer...Batavia Mr. Parrington...London Miss M. Stockdale...Leeds Mrs. R. Odent...Lille Mr. Leather...Manchester Miss Wilson...Newcastle D. Sleep...Cardiff Mr. N. Kohn...Home Office Mrs. M. Dillen...Bruxelles O. Ronnfeld...Frankfort Mr. R. Parry...London J. Todhunter...Newcastle R. McAlister...Newcastle Miss White...London Mr. Thompson...Newcastle Mr. L. Hirzer...Bruxelles Mr. T. Perez...Barcelona Miss N. Thomas...Cardiff Mr. F. Smith...Melbourne Miss Tiller...London Mrs. H. Elet...Reims
2 Mrs. E. Ottenburg-Best...Basel Miss A. Lewis...Melbourne Miss Hagley...London Miss Woodbridge...London Mr. W. Henderson...London M. Samuel...Cardiff Miss M. Clough...Melbourne	9 Mr. R. Fonmarty...Bordeaux Mrs. Waters...London Miss Richards...London K. Solzman-Roger...Bucarest Mrs. J. Vincent...Lyon E. Sutton...Newcastle Miss E. Barras...Sydney Mr. L. Chamnanvitya, Singapore	14 Miss M. Bless...Berlin Miss V. Nobili...Milan Mr. H. G. Hastie...Melbourne Miss Crittall...London Mr. Howell...London Mrs. Ely...London Miss D. Jones...Leeds Mr. M. Mezziane...Algiers Mr. C. Andreoli...Basel Mr. A. Converso...Turin Mr. G. Cowan...Glasgow Mr. H. Marshall...Leeds Mrs. N. Pitchford...Liverpool Mr. S. Lanari...Rosario Miss Cole...London Mr. P. Hulme...Leeds Miss D. Ball...Leeds Miss A. Thompson...Leeds	19 Mr. E. Metcalf...Leeds Miss Hughes...Birmingham Mr. O. McClave...Home Office Mr. H. Uehira...Tokyo Mr. L. Coll...Barcelona Mr. A. Gomez...Seville Miss Boyce...London Miss Carter...London Mr. H. Quaif...London Miss Edwards...London Mrs. A. McGuire...Glasgow Miss Stanton...Birmingham T. Roller...Bucarest Miss Brown...London Miss Robinson...London Mr. J. Ortiz...San Juan Mr. A. Viglione...Buenos Aires Mr. J. Colomer...Rosario Mr. E. J. Solomon...Melbourne Mr. Beaumont...Leeds Miss Nutchey...Liverpool	25 Mr. E. Chipp...London Mr. R. Cartledge...Melbourne Mr. C. O'Doherty...Liverpool Mr. G. Silvestre...Toulouse Mr. C. Kinoshita...Korea Mochamad Yasin bin Raenan, Batavia Mr. White...London Mr. N. Kearsy...London Miss A. Carr...Liverpool Miss Lane...Cardiff D. McConkey...Cardiff Miss C. Rambo...Madrid Miss Moss...London Mr. D. Lloyd...London E. Brookes...Cardiff Mr. R. Powers...Home Office E. Denes...Budapest Mr. I. Oes...Copenhagen Mr. G. deTorquat...Lille Mr. E. Graves...Lille Mr. F. Richardson...London Miss K. Mahon...Leeds Mr. S. Goldman...London Mr. R. Purvis...London Mr. Poat...London Mr. Cook...London Mr. M. Woitequand...Paris Mr. J. Sprengers...Bruxelles Mr. M. Nally...Melbourne Mr. H. Beer...Batavia Mr. Parrington...London Miss M. Stockdale...Leeds Mrs. R. Odent...Lille Mr. Leather...Manchester Miss Wilson...Newcastle D. Sleep...Cardiff Mr. N. Kohn...Home Office Mrs. M. Dillen...Bruxelles O. Ronnfeld...Frankfort Mr. R. Parry...London J. Todhunter...Newcastle R. McAlister...Newcastle Miss White...London Mr. Thompson...Newcastle Mr. L. Hirzer...Bruxelles Mr. T. Perez...Barcelona Miss N. Thomas...Cardiff Mr. F. Smith...Melbourne Miss Tiller...London Mrs. H. Elet...Reims
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NEUGKEITEN DES MONATS

Herr Hicks befindet sich, während diese Zeilen zur Presse gehen, noch immer in Europa. Er wird jedoch am 7. Juni mit der "Queen Mary" wieder in New York eintreffen. Auf der diesjährigen Reise hat Herr Hicks den Balkan ausgiebig bereist und wiederholt nach New York über die ihm allerwärts von europäischen Paramountlern bereiteten warmen Empfänge berichtet, mit der Bitte, es im Hausorgan zu veröffentlichen und allen Mitgliedern der europäischen Auslandsabteilung seinen herzlichsten Dank auszusprechen, weil sie soviel dazu beigetragen haben um seine Reise recht angenehm zu gestalten.

Laut Titelblatt ist die Verfilmung von "Souls at Sea" und "High, Wide and Handsome" beendet und Kopien des Filmes werden innerhalb der nächsten Wochen nach allen Erdteilen entsandt. Die Produktionen "Ebbtide" und "Buccaneer" machen grosse Fortschritte und der ganze Ausblick auf die neue Saison ist mehr als rosig.

Führer im Internationalen Wettbewerb sind nach wie vor Carl P. York im Abteilungswettbewerb und Schweden im Länderkontest. Wenn nicht ein ausgesprochenes Wunder geschieht, so hat wohl keiner der anderen Teilnehmer auch nur die geringste Chance, sich mit den bisherigen Anführern im Wettbewerb zu messen.

Eine der angenehmsten Nachrichten aus dem Hollywood Atelier ist unseres Erachtens nach die Bekanntgabe, dass sobald wie möglich eine Fortsetzung von "Jungle Princess" gedreht werden soll; natürlich mit Dorothy Lamour, Ray Milland und einer Anzahl der besten zur Verfügung stehenden Tiere. Wieder ist ein gern gesehener

SEA SPECTACLE

Graphic evidence of the wealth of sea adventure to be packed into "Buccaneer" is gleaned from the fact that Director Cecil B. DeMille will live on his yacht, "Seaward" for several months during the filming.

Gast in der New York Zentrale eingetroffen und zwar handelt es sich dieses Mal um John L. Day Jr., dem Generaldirektor von Südamerika.

"The Plainsman" setzt seinen grossen Erfolg in allen Erdteilen fort. Laut Nachrichten von John B. Nathan aus Argentinien, ist dem Film in Buenos Aires ein ganz sensationeller Erfolg zuteil geworden.

"Make Way for Tomorrow," der neue Paramountfilm, welcher ausserordentlich im Leitartikel des vorigen Monats besprochen wurde, ist von der New York Presse grossartig aufgenommen worden. Der Film läuft mit viel Erfolg im hiesigen Criterion Theatre.

Diverse europäische Filialen berichten, dass Paramount's Präsident, Herr Barney Balaban, ihnen einen Besuch abgestattet hat. Dieser, sich allerwärts grosser Beliebtheit erfreuende Paramountler, wird zusammen mit Herrn Hicks an Bord der "Queen Mary" nach den Vereinigten Staaten zurückkehren.

Die Ausgabe des kommenden Monats wird über Paramount's Jahresversammlung berichten, die am 10. Juni im Ambassador Hotel in Los Angeles stattfindet. Viele für die Geschichte unserer Firma Epoche machenden Entscheidungen werden von dieser Konferenz erwartet.

(Continued from Page 4)

de vooruitzichten voor het volgende speelseizoen zijn buitengewoon goed.

In het Internationale Concours bevindt Carl P. York en diens Zweedsche Divisie zich wederom op de eerste plaats. Het schijnt, dat de anderen ski's of sneeuwschoenen moeten aandoen om de Zweden voorbij te stevenen.

Het allerbeste nieuws van ons studio is wel dat wij een vervolg zullen maken op "The Jungle Princess" zodra dit eenigszins mogelijk is, waarin natuurlijk Dorothy Lamour, Ray Millard en een uitgelezen schaar figuranten uit de dierenwereld zullen optreden.

Het Hoofdkantoor is blij onzen manager in Zuid-Amerika, joviale John L. Day, Jr., op bezoek te hebben.

"The Plainsman" is een wereldsucces. De jongste berichten aangaande de film komen uit Argentinie. Manager John B. Nathan rapporteert het sensationeel succes van de film in Buenos Aires.

"Make Way For Tomorrow" werd door alle recensenten in New York enorm geprezen. De film draait op het ogenblik in het Criterion Theatre.

Verschillende Europeesche centra schrijven ons dat zij het voorrecht hadden President Barney Balaban persoonlijk te ontmoeten. Deze populaire Paramouter keert terug naar New York met de "Queen Mary."

In de volgende editie zullen wij een verslag geven van de Paramount Conventie, welke 10 Juni een aanvang neemt in het Ambassador Hotel, te Los Angeles. In vele opzichten belooft deze conventie de gewichtigste in de geschiedenis van Paramount te worden.

PARAMOUNT BUILDING NOTES

By Ed Schellhorn

It was surprising the number of people that called the Foreign Publicity office on King George's Coronation Day expecting we would have a radio installed to hear the new King's speech... Too bad we couldn't oblige!

As promised last month, we will tell you something about the Billing and Order Department. Matilda Kass heads this office. Sophie Singerman is in charge of all film orders from foreign countries and inter-office. Gertrude Leavy handles all the ad sales orders. Louise Eckhardt bills the foreign offices to cover every shipment. Ruth Sanstedt acts as Miss Kass' secretary and general assistant.

It might be interesting to note that Matilda Kass was Adolph Zukor's first secretary when he started in the movie industry.

Seen hereabouts: Oscar Homolka, just arrived from London and on his way to Hollywood, stopped in to meet the boys. Later he was given a cocktail party at the Waldorf to formally meet the New York press. They liked him. Also noticed Harlan Thompson, who is in New York working on the new "Big Broadcast" picture sequences, greeting friends in the foreign department. Caught a glimpse of Arthur Hornblow, Jr. scooting down the hall one afternoon—minus his lovely wife, Myrna Loy, though.

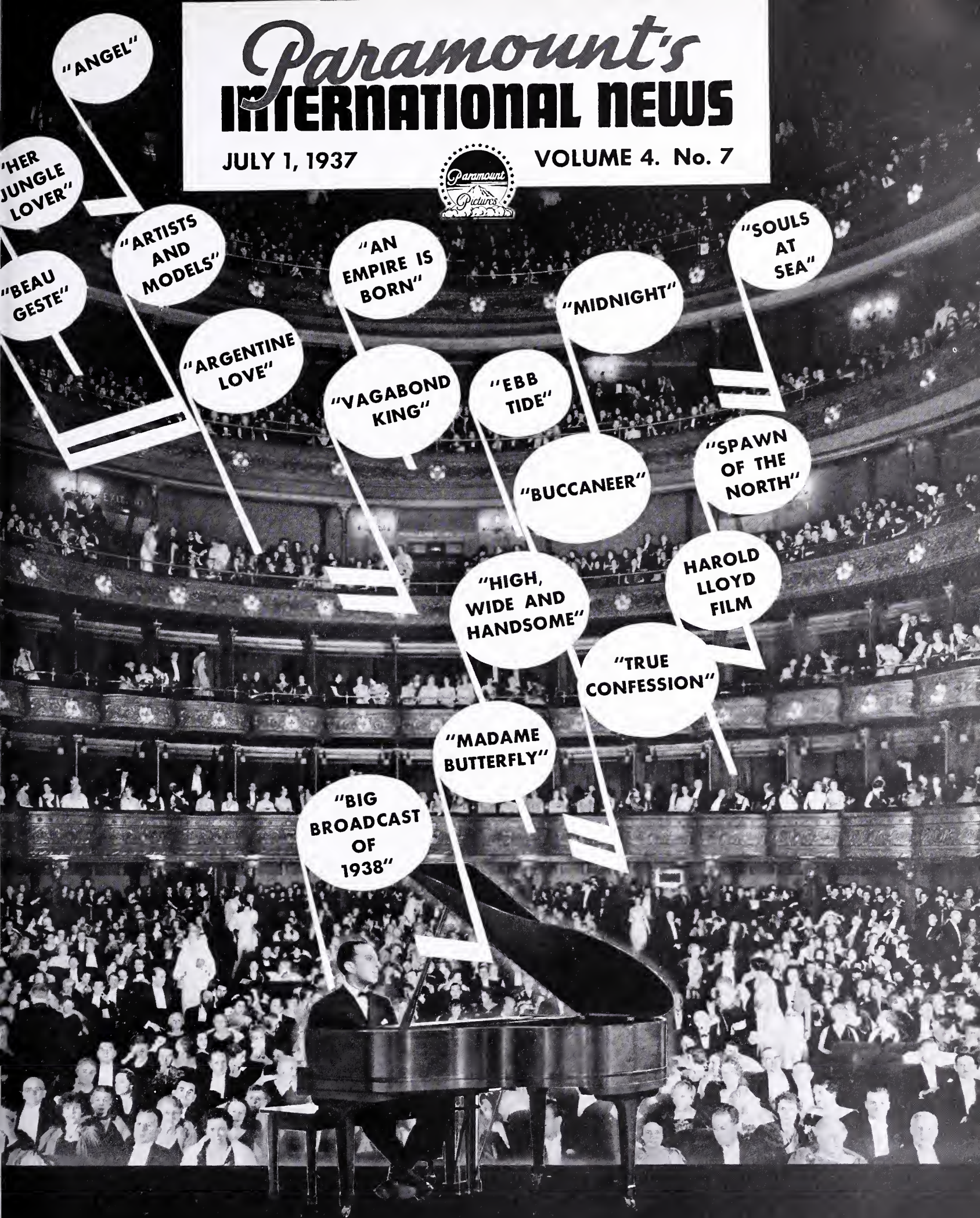
Gus Schaefer was tendered a farewell luncheon by many of his Paramount friends prior to his leaving to join Universal as foreign department head.

Paramount's **INTERNATIONAL NEWS**

JULY 1, 1937



VOLUME 4. No. 7



"ANGEL"

"HER
JUNGLE
LOVER"

"ARTISTS
AND
MODELS"

"BEAU
GESTE"

"AN
EMPIRE IS
BORN"

"ARGENTINE
LOVE"

"VAGABOND
KING"

"EBB
TIDE"

"MIDNIGHT"

"SOULS
AT
SEA"

"BUCCANEER"

"SPAWN
OF THE
NORTH"

HAROLD
LLOYD
FILM

"HIGH,
WIDE AND
HANDSOME"

"TRUE
CONFESSION"

"MADAME
BUTTERFLY"

"BIG
BROADCAST
OF
1938"

PARAMOUNT'S CONVENTION CONCERTO

A Magic Melody to Thrill the World

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 4

July, 1937

No. 7

RE-ELECTED



Barney Balaban

Paramounteers throughout the world will be overjoyed at the announcement of June 28th telling of the re-election, as President of Paramount Pictures Inc., of Mr. Barney Balaban. This announcement, which came at the conclusion of the Company's executive business session which

precluded Mr. Balaban's attendance at the Hollywood Convention of the organization, was a fitting climax to the President's valuably informative visit to Europe. It was during this visit that Mr. Balaban met so many Paramounteers and was so visibly impressed by the solidity of our European forces and the high calibre of our manpower. Following the dash back from Europe, wherein Mr. Hicks continued on at breathless speed to the Convention while Mr. Balaban remained in New York to attend to administrative company matters of the highest importance, it became the pleasurable duty of Mr. Hicks to inform the delegates of Mr. Balaban's impressions abroad and to assure them of our President's complete faith in Paramount's world-wide organization. This declaration of faith has now been happily climaxed by the re-election not only of Mr. Balaban, but of all of the other officials of the company—including, to our complete satisfaction, Mr. John W. Hicks, Jr. as Vice-President in charge of the Foreign Department.

UNDERSTANDING

For the first time in history Paramount's players are profoundly interested in the company's ramifications. This was made very manifest during the Los Angeles Convention, when a number of our contract stars and players went very much out of their way to learn the operations of our organization. Every opportunity they had—at lunch, on the golf links, at the swimming pool, at the Trocadero party—at least a score of the film people plied the distribution people with questions concerning sales, exhibitor problems, world wide distribution difficulties, etc. It was a revelation, from two standpoints: the first was the fact of these people being interested at all, the second that their interest took such practical turns. It just goes to show how the entire Paramount organization is growing up.

SCOTT

The time is propitious to mention the fact

THREE MAGNIFICENT PICTURES

I have been going to conventions for many years, and I have seen thousands of motion pictures in my time as a film man—but never at any time, whether at conventions or not, have I seen three films of the calibre of "High, Wide and Handsome," "Angel" and "Souls At Sea."

Even now I have to pinch myself and make sure that I actually am alive, and have seen the films: they are almost too magnificent to be true. I have gone almost twenty years in this business before experiencing the deep-seated thrill which a collective screening of this trio of films has given me.

That any company should produce just one of the three would indeed give that company a source of real pride. That Paramount has produced all three of them constitutes the ultimate conviction that we have the greatest film producing force in the world today working for us.

A year ago we ventured the statement that because of his life-long association with the business Adolph Zukor had the greatest sense of showmanship of any man alive: in just one short year he has proven this fact in the only practical fashion that the world accepts—results.

JOHN W. HICKS, Jr.

that Randolph Scott, as a result of the magnificent work he does in "High, Wide and Handsome," emerges as an actor, and an actor well worth his salt. For a while there were doubts concerning Randy's abilities not only as an actor, but as a personality with charm and appeal. The doubts have gone: Randolph Scott emerges from this picture as an acting personality of the first order. Go ahead and give him the build-up and we'll have a star personality of the calibre of another tall, lanky individual whom Paramount reared from nothing to stardom.

PRODUCT

By all odds the most dominant feature of this issue is the fact that Paramount's Hollywood Studio, responding to the insistent demands for pictures to suit the entire world, has given us a line-up of announced product which cannot help but meet the desires of film exhibitors and filmgoers in all

countries of the world. Through long years we have reflected the clamor of our farflung Paramount empire for an internationalized product line-up: many times we have felt that our prayer had been answered and we have passed what we then took to be glad tidings along to the hungry appetites of Paramounteers everywhere, only to have the realization prove to be but a fraction of the promise. Now, however, we are speaking with a surety which pales all of our so-called certainties of the past. This time we have seen the product, in part, on film; we have visited the sets where other parts of the product are about to be realized on film; but more surely than all of these we have heard the reasons why Paramount must and will have, for the coming year, the ace programme of world-appealing film of any company in the business. We have endeavored to display the fire of this gigantic fact in the issue now before you.

AUTHENTICITY

The very element of authentic backgrounds which contributed so much to the success of "Desire" is again being used by Director Ernst Lubitsch in "Angel," and also in connection with his next picture, "Bluebeard's Eighth Wife," which will star Claudette Colbert. This element consists of despatching his assistant, and business manager, Eric Locke, to England and to the Continent of Europe for the securing of authentic backgrounds. (Remember the marvelous backgrounds of Paris and rural Spain in "Desire"?). Mr. Locke sailed from New York on June 2nd and has already done extensive work in London. He will later go to Paris, then to Vienna and later to Nice. There's no doubt about the thoroughness of Director Lubitsch!

ORGANIZATION

One of the most important organization events to take place in several years was the recently-completed European survey that our President, Mr. Barney Balaban, made with Mr. Hicks. Not only did it give Mr. Balaban a colorful, encompassing and vital insight into world economic conditions (which can only really be secured at first hand), but it brought him into intimate contact with the manpower of our European organizations. It also, by a natural corollary, brought our manpower into personal contact with the Company's President. As a result, it was the great privilege of Mr. Hicks to be able to tell the delegates in Los Angeles of Mr. Balaban's great pride in having such loyal, tireless and resourceful workers within the organization as the Paramounteers who constitute the personnel of our organizations within Continental Europe and the British Isles. Mr. Hicks' quotation of Mr. Balaban's sentiments on this point evoked prolonged applause from the assembled delegates.

1937 CONVENTION UNFORGETTABLE

The simple statement of fact set forth in that heading above constitutes the most eloquent piece of reporting that could be done in connection with Paramount's Distribution Department Convention which met in the Ambassador Hotel, Los Angeles, on June 10, 11 and 12 last. It was a meeting totally devoid of flamboyancy, minus the frills of past events, concerned solely with the business of absorbing the news of the most important production developments brought about by our Company in the past 25 years.

Under the chairmanship of Neil F. Agnew, Vice-President in charge of distribution, the convention had for its guests several representatives of the foreign division of distribution headed by John W. Hicks, Jr., and also high executives of the studio, headed by Adolph Zukor, and also Paramount and affiliated producers, each of whom personally detailed his, or his company's plans regarding forthcoming Paramount releases.

The meeting had its social as well as business side, and it is the plan and purpose of the current issue of *Paramount International News* to set down for the record as much as possible of what transpired in the hope that you too will absorb the spirit of the occasion.

The members of the foreign division of distribution who were so fortunate as to be present were all inordinately thrilled at what they heard and are all very much excited over the prospect of passing this boundless knowledge on to the remainder of the world.



THE DELEGATES ASSEMBLED FOR THE FIRST DAY'S SESSION

Here are all the members of the Distribution Department's convention foregathered at the Ambassador Hotel in Los Angeles on June 10th, 1937. In the centre of the five sales executives on the dais is Neil F. Agnew, Vice-President in charge of Distribution. With him are Division Managers J. J. Unger and Charles F. Reagan, and Morris Milligan, general manager in charge of Canada. At the right is G. B. J. Frawley, sales department executive in charge of convention arrangements. Scattered in the audience, and circled for identification, are the foreign department representatives—Messrs. John W. Hicks, Jr., George Weltner, Fred W. Lange, John L. Day, Jr., and Albert Deane. Also circled is Eugene J. Zukor, who spoke as a foreign department representative also.



"This is Adolph Zukor speaking to you from Hollywood, where the greatest Paramount Pictures in the Company's history are being made."

PARAMOUNT'S CHAIRMAN OF BOARD OF DIRECTORS, IN CHARGE OF PRODUCTION, VOICES PASSIONATE PLEA FOR MORE INTENSIFIED SELLING OF PRODUCT

**Can Only Make World's Finest Motion Pictures
If Product Is Sold As Such**

Mr. Adolph Zukor made the opening address of the Convention's second day, better known as Product Day, and never within the living memory of delegates has there been so much passion in the voice of Paramount's founder as there was during his plea for the greatest sales efforts in history to match the finest product in history. There was in his address, of course, no disparagement of the sales department's great efforts in the past, especially during the Zukor Jubilee Contest: there was simply a statement, which was in itself a plea, that we cannot go ahead making the type of product which the boys had already seen were it not paired with sales achievements in keeping with this new high in production achievement.

Furthermore, it was the contention of Mr. Zukor that we all must forget for the moment the number of pictures that Paramount will make and concentrate on the sales quality and world appeal of the pictures that actually will be made. What followed in Mr. Zukor's talk then was, in substance, what Mr. Hicks had said earlier and what is one of the most substantial

(Continued on Page 15)

NEXT MONTH

The current month is important for at least one reason other than being July: this month will lead directly to the First of August, and on that specific date we expect to be editorially informing you of the winners of the prize money which will go to the Contest leaders at the half-way-mark.

Just who those persons and places will be we cannot tell right here and now, having left our gypsy tealeaves at our favorite restaurant—but a glance at the placeholders as of June 1st, printed in a conspicuous spot elsewhere in this issue, should take a lot of the guesswork out of your prognostications.



"This is John W. Hicks, Jr., speaking to you from the Crossroads of the World concerning proof that our greatest year is just ahead of us."

SOME OF THE HIGHLIGHTS OF THE CONVENTION ADDRESS OF MR. HICKS

The advent of Mr. Hicks at the Los Angeles Convention was not without its dramatic elements. Just one week prior to the opening of the meeting Mr. Hicks had been in London. He had boarded the S.S. "Queen Mary" for a swift run across the Atlantic, had arrived in New York the following Monday afternoon, had departed the same p.m. for Chicago on board the Twentieth Century Limited, and almost within the hour had departed from Chicago on the Diesel streamliner for Los Angeles, arriving in that city a half hour before the meeting opened and being speeded directly from the train to the speaker's platform. Mr. Agnew took advantage of this fact to give Mr. Hicks an introduction which was geographical in the essence, and which at the same time gave a lucid idea of the ramifications of the Company's foreign activities.

The Foreign Legion's Leader opened his remarks by calling for the traditional minute of silence for the memory of Mr. Shauer and other departed friends. Then, in view of the business of the Hundred Percent Club which had gone immediately before, he called Mr. Agnew's attention to the fact that the Domestic Sales Force had gone to the foreign end of the Company's business for its national Number One salesman, Irwin Lesser.

Mr. Hicks expressed great gratification over the privilege granted him of showing Mr. Balaban many of the Company's activities in Europe. He stated that the President was extremely gratified at what he saw and that he now has a full realization of the problems which beset our Company abroad. Furthermore, Mr. Balaban has such confidence in the future of the Company abroad that he renewed the lease on the Joinville Studios for an additional term of six years, and entered into other arrangements which augur well for our continued progress.

The Foreign Legion's Leader gave his listeners an illuminating treatise on the overseas appealability of a year's Paramount product, highlighting those films which have succeeded magnificently abroad and treating the others according to their international merits. He topped his remarks along these lines with the assertion that a really great picture today will gross more money than would an equally great picture several years ago. The world is hungry for good pictures, he said, and it appeared to be in the cards that Paramount was going to take care of this hunger. He said that the first practical indication of this was the already registered success of "I Met Him in Paris." He also paid tribute to the studio which could make so commendable a film as "Make Way For Tomorrow."

Coming nearer home for a moment he paid a resounding compliment to the success of the Domestic sales drive, adding with a twinkle in his eye that when it comes time for Division Manager Charles Reagan to hand out the prize-winning checks next year, he might have to call on the Foreign sales force for a goodly share of the cash that the checks will represent.

Treating the world territorially Mr. Hicks launched a glowing compliment at Mr. Graham's Bulldog Division, citing the superb work done by the Britishers and the grand future prospects for Paramount in that part of the world. It was also propitious for him to laud the loyalty and courage of the Paramounteers of Spain, who have stuck to the Company's property and good will throughout a stress unequalled in the world's history, and who yet found time and sentiment for the celebration of Mr. Zukor's Silver Jubilee (which remark provoked loud cheers).

REMARKS BY THE OTHER FOREIGN DELEGATES

In introducing Fred W. Lange to the assembled delegates Mr. Hicks paid great tribute to the esteem in which the general manager for Continental Europe is held by all of the Paramounteers under his executive jurisdiction. Mr. Hicks went on to tell of how Fred has won this affectionate regard by his sympathetic understanding of the many problems confronting Paramounteers throughout Europe, and because he is a man who has served many long years in the field and knows the exigencies and emergencies which beset workers in the field.

Mr. Lange then went on to tell of his emotions at this, the first Paramount convention he has attended in fifteen years. He was also able to tell of the great lift he had gotten from seeing such magnificent product as "Souls At Sea," "Angel" and "High, Wide and Handsome," any one of which would have been sufficient to send him back to Europe cheering. The first of the three mentioned he rated with "Bengal Lancer." He rounded out his fine and forthright remarks by giving a good resumé of conditions in many European countries, and completed an address which drew a spontaneous salvo of applause.

John L. Day's usually colorful address was marred by a sudden and unshakable cold, but he was able to express his complete confidence in the forthcoming product, and to predict that the new films would give his territory the greatest harvest of film business in history.

George Weltner was introduced by Mr. Hicks as the man who makes it possible for him to go to Europe, since he has such complete faith in George that it is a practical pleasure to leave him in charge of Home Office. George modestly repudiated this tribute, asserting that there is but one leader, and his name is John W. Hicks, Jr. A tribute to the splendid calibre of the new product was likewise paid by George. In telling the delegates something of the manner in which this product will be distributed, and some of the national hurdles which will be encountered, George cleverly drew parallels between certain countries abroad and certain of the American states, showing what would happen in these states if Paramount distribution in America were faced with the same political, social and economic problems that face us abroad. It was done with ingenuity and clarity. The speaker also paid tribute to those Paramounteers abroad who have recently gained new territories, or promotions, citing particularly Harry Hunter, Andre Olsen, John

A SIGNIFICANT REMARK ABOUT "BEAU GESTE"

One of the most sensationally successful Paramount pictures of all time is definitely to be made over again. This time it will be amplified by the magic of two great film developments which have come to fruition since "Beau Geste" was made originally in 1926 — sound and color.

But there is also this to bear in mind: "Beau Geste" is remembered not alone for its fascinating story and its unique locale—it is remembered for its perfect cast, a cast completely in keeping with the traditions of its story.

Therefore, when "Beau Geste" goes before the cameras late this year (when the sands of the desert are comparatively cool enough to make working conditions possible), it will have a cast as completely in line with its patriotic traditions as the original film of P. C. Wren's story had eleven years ago.

B. Nathan, Henry Gordon, Frank Kennebeck, A. L. Pratchett, George Vallar and John A. Groves.

Then Mr. Hicks made a surprise call on Eugene Zukor as an ex-member of the foreign department so far as the payroll is concerned, but an ever-present member of the department so far as sentiment is concerned. Gene, who was thus compelled to make a genuine extemporaneous address, told of the spirit of the studio, and of how everybody in the plant is sincerely intent on making not domestic pictures, not foreign pictures, but pictures which have an inescapable appeal for the picturegoers of the entire world. He told also of the grand spirit of cooperation which is now everywhere manifest in the studio and of how it cannot help but result in the kind of product we know to be so essential for continued leadership.

Mr. Hicks rounded out the Foreign Legion's session with an expression of pleasure at being permitted to attend, and thanks to Mr. Agnew and his associates for the privilege of being a part of such important company deliberations.

GLAMOROUS NEW PERSONALITIES

There was plenty of genuine enthusiasm for the new personalities Paramount is giving to the world in the New Season's product. This enthusiasm stemmed right from the producers themselves, who predict grand success for such stars-in-the-making as

FRANCISKA GAAL
SANDRA STORME
GEORGES RIGAUD
OSCAR HOMOLKA
ISA MIRANDA
TITO GUIZAR

For the moment you need only fix these names in your mind. Elsewhere in the story of the product you will learn where and how the stars will be given to the world.

GROVES, ABOAF OUST YORK

AFTER FIVE MONTHS OF WAVE-WALLOPING



How they stood as of
June 1, 1937

GROVES NOW FIRST, ABOAF SECOND

Sweden However Retains Leadership of Countries Despite Most Dramatic Shake-up in Contest Places

Just when the world had kind gotten used to York's premier-ship among the division leaders ere occurred one of those dramatic upheavals in placement which are always in the offing in regally conducted contests. As a result, York has stepped down to third place, while still retaining an over-quota status, Groves having taken first place away from him and Aboaf having found himself in second spot.

Next in the line of advances is Hunter, who has stepped up to fourth from sixth, placing him next to Cochrane who has retained his fourth spot for another month.

Klarsfeld has merely changed places with Hunter, and then next in line is found Graham, still seventh. Del Villar, however, has moved up to eighth from ninth, and Day has gone to ninth from tenth. Olsen, whose name figures on these lists for the first time, marks this accession by being in tenth spot. Ballance, Pratchett and Nathan retain eleventh, twelfth and thirteenth, respectively.

The Countries

Such vital changes in the standings of the divisions have not been without equally important changes among the standings of the countries.

Sweden, however, could not be shaken loose from first spot. But Straits—Java is assailing the Swedish legion in unmistakable fashion, advancing to second after last month's third, which latter spot has now been filled by Finland. The next spot features Italy in fourth spot, the last of the over-quota achievers, now advanced from last month's fifth. Japan is down a point at fifth, Philippines and China status quo at sixth and seventh respectively. But Australasia has advanced three points to eighth from last month's eleventh, thus accounting for the advance of

Australia in the division standings. France's ninth is a betterment of one, but Jugo-Slavia's tenth is down two. Great Britain's eleventh is up a couple, so watch for a divisional advance next month. Czecho-Slovakia's twelfth is same as last month, but Roumania's thirteenth is four away from last month's spot. Norway's fourteenth is a betterment of one, but the reverse is true of Peru's fifteenth, although Chile's sixteenth is a betterment of two full points. Brazil's seventeenth is unchanged. Hungary's eighteenth is the best advance of the month—7 full points. Mexico's nineteenth is down a trio, India remains as is, Holland slips a couple, but Panama registers a four-point advance. Colombia's twentieth is a one point gain, but Denmark at twenty-fourth, Poland at twenty-fifth and Puerto Rico at twenty-sixth have receded three points apiece. Argentina is on the zoom, advancing two points to twenty-seventh. Cuba remains unchanged at twenty-eighth, but Guatemala is down a couple at twenty-ninth. Germany, Austria and Uruguay, filling the remaining three positions in that order, have their positions unchanged from last month.

Next month we record the standings at the half-way mark, and if your memories are as good as we think they are, you'll be looking quickly to see the names of those sharing in the cash prizes available at the half-way mark.

BY COUNTRY

This Month		Last Month
1	Sweden*	1
2	Straits Settlements*	3
3	Finland*	2
4	Italy*	5
5	Japan	4
6	Philippines	6
7	China	7
8	Australasia	11
9	France	10
10	Jugo Slavia	8
11	Great Britain	13
12	Czecho Slovakia	12
13	Roumania	9
14	Norway	15
15	Peru	14
16	Chile	18
17	Brazil	17
18	Hungary	25
19	Mexico	16
20	India	20
21	Holland	19
22	Panama	26
23	Colombia	24
24	Denmark	21
25	Poland	22
26	Puerto Rico	23
27	Argentina	29
28	Cuba	28
29	Guatemala	27
30	Germany	30
31	Austria	31
32	Uruguay	32

"HIGH, WIDE AND HANDSOME"
—Inspiring!

BY DIVISION

This Month		Last Month
1	Groves*	2
2	Aboaf*	3
3	York*	1
4	Cochrane	4
5	Hunter	6
6	Klarsfeld	5
7	Graham	7
8	Del Villar	9
9	Day	10
10	Olsen	8
11	Ballance	11
12	Pratchett	12
13	Nathan	13

* Over Quota

Paramount's Might Symbolized by:

HIGH, WIDE AND HANDSOME

S O U L S A T S E A

ANGEL EBBTIDE

THE THUNDERING HERD OF PARAMOUNT PRODUCT

The mighty message of Paramount's outstanding films for the 1937-38 season is contained in the blue and gold books which have already been distributed to offices throughout the world. Yet we cannot resist this temptation of focussing your attention on the films which look like being the memorable milestones in this forthcoming Paramount year of supremacy. The towering celluloid creations are bracketed in three sections—Already Completed, Actually in Work, and Definitely Scheduled.

Already Completed.

S O U L S A T S E A. Promised you for a year and supremely worth waiting for. Thrillingly spectacular, magnificently directed, and interpreted in inspired fashion by Gary Cooper, George Raft, Frances Dee, Olympe Bradna and a fine cast. **HIGH, WIDE AND HANDSOME.** A gorgeous musical romance, rounded by the magic of Mamoulian's direction, definitely in the road show class by virtue of its breath-taking spectacle and lilting music, and topped with classical acting performances by Randolph Scott, Irene Dunne and Elizabeth Patterson.

ANGEL. The Dietrich-Lubitsch film we've waited these long years for. A beautiful piece of delicious deviltry, with Dietrich never lovelier, and Herbert Marshall and Melvyn Douglas never more charming. By all odds a better film than "Desire."

Actually in Work.

EBBTIDE. In addition to possessing a perfect cinematic story, this film will show the world the most perfect Technicolor yet devised. Furthermore, the South Seas picture has an imposing cast headed by Oscar Homolka, Frances Farmer, Ray Milland and Barry Fitzgerald.

ARTISTS AND MODELS. Definitely has the world-appealing qualities which will make this film an annual affair. Its feminine pageantry, its specialty musical numbers, and its marionette sequences are bound to make it grand entertainment.

BUCCANEER. First sequences on Cecil B. deMille's spectacular film of the life of Jean Lafitte were shot while the delegates were actually in Hollywood. Everything points to its being the most exciting and breathless deMille film of them all.

Definitely Scheduled.

WELLS-FARGO. The title of this Frank Lloyd epic of the romance of transportation will be altered. But nothing can alter the fact that this mighty production, which will feature Joel McCrea, Frances Dee and many other favorites, will be as important a film as "The Plainsman."

BEAU GESTE. The grand old favorite will be definitely remade, in color, and with a cast in keeping with the property's importance.

ARGENTINE LOVE. The Land of the Tango will be filmed in musical splendor, with George Raft, Ida Lupino, Dorothy Lamour and others.

SPAWN OF THE NORTH. At present uncast, but scheduled for Technicolor, and for filming in Alaska.

MIDNIGHT. The next Marlene Dietrich picture, with Georges Rigaud as leading man.

BLUEBEARD'S EIGHTH WIFE. An Ernst Lubitsch pro-

duction, with Claudette Colbert and Melvyn Douglas. **MEN WITH WINGS.** A film for which new superlative will have to be invented, and which will picture the romance of the world's greatest heroes—the pioneers of the air.

RULERS OF THE SEA. A spectacular picturization of the rise to world eminence of the Cunard-White Star Line.

MANANA. A musical romance of Mexico which will embody all of the color, romance and charm of that glamorous republic.

THE LIGHT THAT FAILED. Destined to do for us what "Lives of a Bengal Lancer" did a couple of years ago. To be produced and cast on the same lavish, spectacular scale.

HER JUNGLE LOVE. The follow-up to "Jungle Princess" with the same two players.

WHAT HO! A delicious comedy with an English setting, the lead to be played by Gary Cooper.

THINGS BEGAN TO HAPPEN. The starring return to the screen of W. C. Fields. (He will be seen in the meantime in "The Big Broadcast of 1938".)

PROFESSOR BEWARE. Harold Lloyd's comedy contribution to the new programme. The picture is scheduled for immediate commencement.

YOU AND ME. Co-starring Sylvia Sydney and George Raft and directed by Fritz Lang.

TRUE CONFESION. From the French, with Wesley Ruggles directing Carole Lombard and Fred MacMurran.

FLASHES FROM THE STUDIO TICKER

The United States Government gave Marlene Dietrich special dispensation for the use of gold dust on her hair in connection with "Angel." This dust is much superior, photographically, to gilt. . . . Olympe Bradna is to be sold to the audiences of the world through the medium of a short feature dramatizing actual incidents from her own life. . . . Andrew Stone, the independent film director who first had the courage to film Gilbert and Sullivan sequences, has been signed by Paramount. . . . A. Edward Sutherland has been named the director of the next Mae West Paramount picture, tentatively titled "Frivolous Sal." . . . The complete cast of "Good Night Ladies" is headed by Eleanore Whitney, Johnny Downs, Lynne Overman, Ter Walker and Benny Baker. . . .

W. C. Fields, who made a personal appearance at the Los Angeles convention in order to show how well he actually is, will first appear in "The Big Broadcast of 1938," and then will star in his own picture, "Things Began to Happen." . . . "Boo-oo," first of two jungle pictures to be produced by Paramount, is already under way. The expedition, with Colin Tapley as the only Hollywood member of the cast, left Los Angeles while the convention was in session. . . . The other jungle picture will be "Her Jungle Love," with Dorothy Lamour and Ray Milland. . . . Gertrude Michael is back on the Paramount lot working in "Sophie Lang in Hollywood." . . . Paramount will have special technical advisers from Mexico and Argentina working in the studio on "Manana" and "Argentine Love" respectively. . . . Colin Clive will probably play "Bulldog Drummond" in the next Paramount picture built around this character. . . . The Personettes (marionettes) in "Artists and Models" are an absolute sensation. . . . Gilbert Roland and Sandra Storme (the English beauty who will be raved about in "Artists and Models") will be in "Sophie Lang in Hollywood." . . . Gladys Swarthout will have Jo Boles and Adolphe Menjou in support in "The Yellow Nightingale." . . . Johnny Downs and Betty Grable will be teamed in "Summer Romance." Miss Grable is currently finishing her work with Charles "Buddy" Rogers in "This Way, Please." . . . Oscar Homolka appears to be set for an important role in "Beau Geste" on the strength of magnificent work in "EBBTide." Lionel Barrymore will be featured in Frank Lloyd's picture, tentatively called "Wells-Fargo." . . . Reginald Denny will be in the next "Bulldog Drummond" film, as yet untitled. . . . E. E. Clive, English comedian, will be in the picture also. . . . Betty Grable and John Howard will have leads in "College Swing." . . . Evidence that "Artists and Models" is to be an annual affair is found in the signing of Leo Birinski to prepare "Artists and Models of 1938." . . . Sandra Storme, English beauty, will have a featured role in "Sophie Lang in Hollywood" as a result of her work in "Artists and Models." . . . Louis Campbell follows her attractive work in "Wild Money" by achieving a female lead in the next Bulldog Drummond picture.



"This is Neil Agnew speaking to you from Paramount's Hollywood Convention, and telling of plans for the distribution of the Product."

NEIL F. AGNEW PLEDGES DISTRIBUTION DEPARTMENT TO GREATEST CAMPAIGN OF SELLING IN COMPANY HISTORY

In declaring the 1937 Convention open on the morning of June 10th, Mr. Agnew first took the opportunity of tendering the regrets of Mr. Barney Balaban, Mr. Stanton Griffis and other executives who were held in New York by pressure of Company business and who therefore had to miss the meeting. Then he swiftly outlined the renaissance of Paramount product in the 14 months since Mr. Zukor took over the helmsmanship of the studio.

The Vice President in charge of Distribution took his listeners back to the small but vitally important sales meeting which took place in the Drake Hotel in Chicago during December of 1935. From that meeting he had gone to Mr. Zukor to acquaint him very emphatically with the condition of our product, and it was from this meeting that came the appointment of Mr. Zukor as production head. The result of that move had culminated in the securing of such magnificent product as the delegates had themselves seen since arriving in Los Angeles.

Mr. Agnew went on to enumerate such superb box-office pictures as "The Plainsman," "I Met Him In Paris," "Swing High, Swing Low," "Easy Living," "Exclusive," "Waikiki Wedding" and many others, all of which are 1936-37 releases. And then of course he touched upon the new product which will come to the world during the early months of the forthcoming season, and which included "Souls At Sea," "High, Wide and Handsome," "Angel," "Ebb Tide" and at least a score of others.

Then followed the inspiring rituals with the members of the One Hundred Percent Club, which this year received 16 new members. All were decorated with the emblem of the Club by J. J. Unger and all received their insurance policies.

This was followed by the presentation of the prizes won during the Zukor Jubilee Drive, and it is interesting to note that the winning salesman of the nation proved to be Irwin Lesser, of New York, who had graduated to the domestic department following an apprenticeship with Paramount's Foreign Legion in Paris. The prizes in this instance were presented by Charles Reagan.

After this it became Mr. Agnew's pleasant duty to commence his introduction to Mr. Hicks and all that the Foreign Legion's Leader meant to the Company and the Convention.

CONVENTION PARAGRAPHS

Every delegate was thrilled over the dash of Mr. Hicks to make the Convention. London to Hollywood in just a few hours over one week was a topic for plenty of conversation; and as the Convention ended, after the grandest message in years—and the greatest pictures of all time—the wisecracks were saying that Mr. Hicks must have had a premonition of what was coming to make such a headlong trip more than halfway around the world.

Due and respectful homage was paid the memory of Mr. E. E. Shauer and the memories of those Paramounteers who passed into the Great Beyond in the year just past—John E. Kennebeck, Tibor Rombauer, Robert Rosenthal and Vasco Abren.

George Weltner achieved the status of bridge and poker authority for the entire convention crowd on the special train en route to Hollywood. He was called in on many ticklish points of controversy, and was able to solve all to everybody's satisfaction.

Manila's manager, F. C. Henry was inquired after by all of the delegates from Portland and Seattle, which exchanges he visited during his homeward trip in December 1935.

Mr. Hicks always astounds the members of the domestic sales force with his phenomenal memory. Not only does he know the names, positions and exchanges of all of the American delegates, but he recalls their achievements over many years. In some cases he goes back 19 and 20 years, recalling the names of theatres, exhibitors and even the details of film deals.

The smooth running of the transportation side of the Convention was due to the priceless pres-

ence of Larry Flynn throughout the entire trip; and also to the presence in the Studio of transportation manager Lynn Buell, who handled the securing of special return trip accommodation. This latter was especially ticklish on account of the ardent desire of so many delegates to return on the streamline Diesel trains, accommodation on which is worth its weight in 1937-38 Paramount product.

Better times for world-appealing Paramount product must be here again: there was more eagerness this year to join Paramount's foreign forces than at any time in quite a few years past. The boys evidently have heard that "Souls At Sea," "High, Wide and Handsome," "Angel," "Ebb Tide" and a bunch of others are destined to be world-beaters.

John L. Day's cold, which he got seven minutes before he was scheduled to speak at the convention, turned to rhumba-tism at the Trocadero party.

The last social event of the convention was a dinner party in his beautiful Bel-Air home given by Mr. Ernst Lubitsch for Mr. and Mrs. Hicks. Also present were Fred W. Lange, John Hammell, Luigi and Mrs. Laraschi, and Albert Deane. The anecdotes told by Mr. Lubitsch, with the characteristic Lubitsch touches, were priceless.

AUSTRALIA AND NEW ZEALAND REPRESENTED BY CABLE

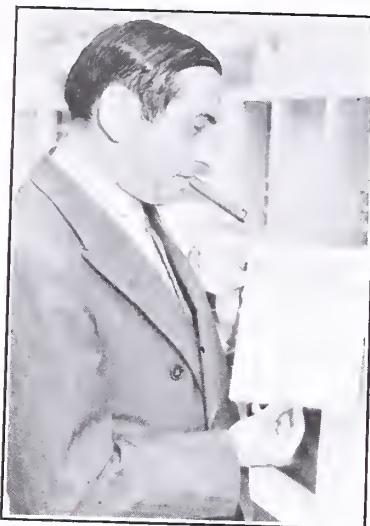
Since no Paramount Convention could be termed complete without a cable of greetings from the Blue Ribbon Bunch, it is our pleasure to herewith give the text of the cable message received from Managing Director Harry Hunter and read to the delegates by Mr. Hicks:

GREETINGS AND BEST WISHES FOR SUCCESSFUL CONVENTION FROM AUSTRALIA WHERE I FOUND PERSONNEL FILLED WITH SAME LOYALTY AS AT HOME AND EXHIBITORS WITH CONFIDENCE IN MR. ZUKOR'S ABILITY TO PLACE PARAMOUNT IN ITS OLD ENVIABLE POSITION STOP WE WILL DELIVER OUR SHARE WORLDS QUOTA OR BREAK OUR NECKS TRYING REGARDS ALL . . . HUNTER

Reactions

The good news about the Convention was raced out over the cables by Mr. Hicks as soon as he returned to New York. And because good news always brings good reactions, we've been getting grand responses. The first one in was from Frank Kennebeck in Bombay, India, saying: "Entire Division reciprocates enthusiasm new lineup. Promising every effort obtain maximum results each production." And also from this same territory came a message from General Sales Manager S. Ganguli, saying: "Your timely, inspiring message regarding product foretelling Paramount's supremacy leadership received on eve command performance for His Excellency and read to august gathering, making profound impression and lustily cheered. Count on India organization securing maximum distribution and revenue on every production. Congratulations to studio." And from Berlin came this message over the signature of Andre Olsen, newly appointed general manager for Germany and Central Europe:

"Today's convention big success. Boys and girls enthusiastic about our new releases and received your cabled announcement regarding product in grand spirit. Hundred percent cooperation and big business for second half 1937 promised you and Mr. Lange."



LUBITSCH APPRECIATES CZECH HONOR PAID HIM

Recently we announced that "Desire" had been awarded a high Czecho-Slovakian honor on account of being declared the finest American motion picture shown in that territory during 1936. The certificate marking that honor was duly forwarded to Ernst Lubitsch, who had supervised the production of the Marlene Dietrich-Gary Cooper film, and we show Mr. Lubitsch with the scroll.



One of the first territories Mr. Olsen visited following his new appointment was Austria. He is shown here in Paramount's Vienna office with executives of his division. In the front row are Messrs. N. G. Palugyay, Budapest, manager; Andre Olsen; A. Licht-schiendl, District Manager. Standing are Messrs. M. F. Jordan, Zagreb Manager; K. Stieglitz, Vienna salesman; John Dored, Paramount News cameraman; F. Siter, Bucarest manager.

ADIOS, MUCHACHOS!

Now that the business of con-ventioneering is over with, we have said our "au'voirs" to our pair of overseas guests and they are even now speeding back to their respective territories.

John L. Day, Jr. was the first departee, sailing from New York on the "Western World" on June 19th, a scant day and a half after returning from Hollywood.

Fred W. Lange, departed for his Continental territory on board the "Normandie" on June 30th.

Once more ze Home Office she is herself again!

PROPHECY BY GROVES ALREADY COMING TRUE

On the standings page you will note that John A. Groves, general manager for the Far East, with headquarters in Singapore, has taken the

PERSONAL NEWS

THREE MERITED BRITISH PROMOTIONS ANNOUNCED BY MANAGING DIRECTOR JOHN CECIL GRAHAM

It is with the utmost pleasure that we are advised from London concerning the elevation from Branch Managership of Birmingham to District Managership of the very popular John Corper. This Paramounteer, whose association with Paramount dates back to 1918, will retain headquarters at Birmingham, but his activities will cover a much wider area.

Stepping into the post of Branch Manager is John Bolloten, who moves up from the post of salesman. Mr. Bolloten has been a tower of strength to Mr. Corper and his promotion is a most popular one.

A third important promotion at Birmingham is the assignment of Mr. G. A. Blake as ad sales manager in place of Mr. E. Harris, resigned.

We extend hearty felicitations to these three fine Paramounteers and wish them the grandest success in their new posts.

ANDRE OLSEN HEADS GERMANY, CENTRAL EUROPE

It is with considerable pleasure that Mr. Hicks announces the appointment of Andre Olsen to succeed Gus J. Schaefer, resigned, as general manager of Paramount's offices in Germany and Central Europe. Mr. Olsen, who will have his office in Paris, thus becomes one of the able first lieutenants of Continental General Manager Fred W. Lange.

The pleasure of Mr. Hicks over this merited promotion springs from the fact that Andre is actually a graduate of the Blue Ribbon training school established in Australia by the present head of the Foreign Department, and which numbers among its graduates John A. Groves, general manager of the Far East, and Frank V. Kennebeck, manager in Bombay, India.

Andre Olsen really commenced his Paramount career in Sydney in 1927 when Mr. Hicks gave him a position in the ad sales department and later sent him on the road as a salesman. Later, in the interests of his advancement and because of his proficiency in languages, he was sent to Java where he became branch manager at Batavia under general manager John A. Groves. He served here in very distinguished fashion, earning a great amount of civic and exhibitor good will for Paramount, and remained until the arrival of Louis Foldes, who assumed the branch managership.

Olsen returned to Denmark via New York, in which latter city he spent a short while learning the ramifications of Home Office. From Copenhagen he went first to Berlin, then to Paris and it was while he was in Paris recently that Mr. Hicks appointed him to his present important post.

We are positive that every Paramounteer will rejoice with Mr. Olsen in his new success. He is a young man with a marvelous future ahead of him—a future which he is already taking in giant strides.

JAPANESE SURVEY

Just at press time we received from Tokyo Manager J. W. Piper a most interesting survey of Japanese film preferences. The survey has gone to the American trade papers already and will be detailed in these columns next month.

lead in the Divisions section of the Contest.

In view of this fact it is interesting to quote the following letter from Mr. Groves written in response to an airmail letter informing him of his divisional status as of May 1st:

"Unless any of the other Divisions deliver within the period revenue of an extraordinary nature, I fancy very strongly our chances in the Drive."

Look to the standings again and see what one month has done!

PARAMOUNT MANAGER IN CORDOBA, ARGENTINA

It is our pleasure to here introduce Mr. Roberto Bloise, who is manager of the Paramount exchange at Córdoba, Argentina.

Mr. Bloise for some time was booker in Argentina's Santa Fé branch, but was promoted last year to the managership of Córdoba by Managing Director John B. Nathan.



TWO MORE PARAMOUNT NEWS MEN HONORED BY ITALY

The Italian government has bestowed medals of distinction on two more lensmen of Paramount News for their fine work in Ethiopia. They are Herve Missir and Arturo Giordani.

Previously John Dored had been honored for his memorable pictures showing the actual entry of the Italian troops into Addis Ababa.

C. J. DUNPHY A LONDON VISITOR

The Studio's director of publicity, Chris J. Dunphy, should be en route to London as these lines appear. Having put over a grand job of making the convention delegates like Hollywood all the more, Chris is entitled to a good rest and is going to just about the best place in the world to get it—Scotland.

From London he expects to motor to the Highlands and tour the country while his steamer, the Aquitania, does a round trip voyage across the Atlantic, when he will pick it up again and return to America.

We believe that any and all British Paramounteers with whom he comes into contact will make him very welcome on British soil.



Andre Olsen



BOGOTA WELCOMES DIVISION LEADER PRATCHETT

The flying commander of Los Revolucionarios paid a visit to Colombia last month and the entire personnel of Manager Alvaro Reyes' force turned out to bid him welcome. Here they are in front of the office at Bogota. Mr. Pratchett is seated in centre of first row. Mr. Reyes is on his left, and Assistant Manager J. Gmo. Pilonieta is on his right. In the back row, left to right, are: Miguel Castro, ad sales clerk; Luis J. Prieto, accountant; Sofia de Rubiano, cashier; Leonon de Barreto, secretary; Teresa Santos, accounting clerk; Jorge Paéz, janitor; Epifanio Pérez, film clerk.

The COVER STORY IS ALREADY COMING TRUE!



Ray Milland and Dorothy Lamour are teamed again in "Her Jungle Love," which picks up the jungle romance where "Jungle Princess" laid it down.



Here, as proof of the fact that the big pictures of the new season are already on film, is the famous Model Judging scene from "Artists and Models." Jack Benny is shown in costume, with 6 famous American artists, and English model Sandra Storme is high on the pedestal.



Here at left is a glimpse of Gary Cooper and George Raft in the mighty film, "Souls At Sea." At right is Kirsten Flagstad, Norwegian soprano, as she will appear in "The Big Broadcast of 1938."

The three principals of Ernst Lubitsch's "Angel" — Marlene Dietrich, Herbert Marshall and Melvyn Douglas. The ship scene denotes the South Seas magic of "Ebb Tide." The scene at the right is a dramatic moment in "High, Wide and Handsome," showing Randolph Scott aiding Dorothy Lamour, with Irene Dunne displaying justifiable anger.



HERE IS DEFINITE PROOF OF PARAMOUNT'S GREATEST YEAR

NYHETER FRÅN DET STORA ARLIGA MOTET

De viktigaste nyheterna i detta månadshäfte handla naturligtvis om det ytterst viktiga årsmötet, som hölls i Hollywood den 10, 11, och 12 juni. Mr. Hicks stod naturligtvis i spetsen för den utländska avdelningens ledamöter, och då han tog tåget från New York västerut samma dag han landsteg från den stora atlantångaren "Queen Mary," så kunde han giva alla deltagarna vid det stora årsmötet första hands upplysningar om filmförhållandena i Europa. Dessutom kom han till mötet med alla de goda välönskningar han fått av alla Paramountärer han mötte i Europa nyligen, samt lyckönskningar från alla Paramountärer från alla delar av världen.

Tack vare mötet kunna vi nu delgiva en hel del detaljer från många av de storfiler, som just nu äro färdiga och de, som just nu äro påbörjade. Upplysningarna finnas i detta häfte. När dessa upplysningar bliva översatta för eder, komma ni alla att förstå den underbara sanningen, att vi komma att utsläppa i marknaden de finaste filmer vi någonsin haft i bolagets historia.

Alla, som sågo den första uppvisningen av "Souls At Sea" i Hollywood, voro ense om, att denna film inte endast är den största Paramount-film, som någonsin gjorts, utan även den bästa sjöfilm, som någonsin filmats.

Det gläder oss storligen att delgiva att Andre Olsen har fått den viktiga platsen som Generaldirektör för Tyskland och Centraleuropa som efterträdare till Mr. Schaefer, som just avgick. Andre har vandrat en mycket färgrik bana till detta mål Paramountvägen genom Köpenhamn, Australien, Java, Köpenhamn igen och Berlin till nuvarande höga post. Hans är en sannsaga om en Paramountärs upphöjning från leden och alla Paramountärer överallt komma säkerligen att glädjas med honom över denna mycket väl förtjänta succés.

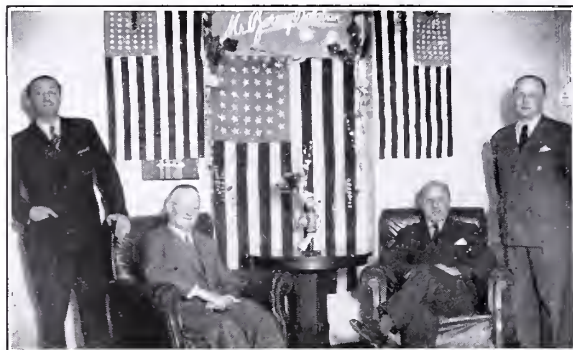
Tävlan denna månad avslutar femte månadens resultat och nästa månad komma vi att delgiva ledarna (och pristagarna) vid halvvägsmalet. Denna tävlan är en av de bästa av alla, och när vår produktion från mötet är roll i att göra detta år det största och mest framåttskridande av alla.

Två av årsmötet ledamöter från Europa—Herrar Fred W. Lange och John L. Day Junior—ha återvänt till sina respektiva platser mycket nöjda med, vad de sett av vår storartade produktion.

Titta för ro skull på den underbara annonseringen, som gjorts med "The Plainsman" av chefen för Argentina, John B. Nathan. Detta är ett strålande exempel på initiativ, och endast ett gott minne och en vaken blick för god annonsering kan åstadkomma en sådan sak.

Till de ledamöter, som voro lyckliga nog att vara närvarande vid det stora årsmötet i Los Angeles och där sågo de nästan färdiga första kopierna av "Souls At Sea," "High, Wide and Handsome," "Angel," "Easy Living"—och stora delar av "Ebbtide" och ett flertal andra filmer—finnes inget tvivel om, att det är, under vilket Mr. Zukor har stått vid rodret vid Paramounts ateljé, har fört Paramount till främsta ledet inom filmvärlden. Var och en av dessa filmer är fulländad och magnifik, och var och en bör göra oerhörda pengar världen över. Själva andan vid årsmötet,

BARNEY BALABAN MEETS EUROPEAN PARAMOUNTTEERS



Mr. and Mrs. Balaban (centre), with Mr. Hicks, greeted in Rome by Mr. and Mrs. Americo Aboaf. Mrs. Aboaf is second from the left. At the extreme left is Mr. F. W. Lange, general manager for Continental Europe.



In Budapest, Mr. Balaban and Mr. Hicks are the guests of District Manager A. Lichtschendl (left) and Manager N. G. Palugyay. They enjoyed their stay in the Hungarian capital very much.

NOTIZIE SUL CONGRESSO ANNUALE TENUTO IN QUESTO MESE

La notizia di maggior rilievo che appare in questa pubblicazione è il resoconto dell'importantissimo Congresso che ebbe luogo in Hollywood nei giorni 10, 11, e 12 di Giugno. Il Signor Hicks fu alla testa del Dipartimento Estero e poichè egli riuscì a prendere il treno a New York il giorno stesso del suo sbarco dal transatlantico "Queen Mary," fu in grado di dare alla riunione una fresca e viva pittura delle condizioni in Europa. Inoltre egli portò al Congresso le felicitazioni e gli auguri di tutti i Paramountini coi quali si trovò in contatto in Europa, nonehe' quelli degli altri diffusi in ogni parte del mondo.

Come risultato del Congresso vi è l'annuncio di grandi nuove produzioni, già' completamente terminate alcune, ed altre prossime ad essere iniziate. La presente informazione, per voi tradotta, vi proverà in modo assoluto che la Paramount ha oramai assicurato il più' grandioso programma di films, nella storia della nostra Compagnia.

E' sincera opinione di quanti hanno assistito in Hollywood alla prima proiezione di "Anime a mare," che essa è non soltanto la più' spettacolosa film mai edita dalla Paramount ma che è anche la più' grande film marinara mai messa sullo schermo. Siamo assai felici in questo mese di annunciarvi la nomina di Andre Olsen a Direttore Generale per la Germania e per l'Europa Centrale, in sostituzione del Sig. Schaefer recentemente di-

sacchereten hos varje talare, övertygelsen bakom varje viktigt påstående, tillika med det sätt på vilket alla deltagarna uppförde sig, var och ett för sig var ett levande bevis på, att Paramount åter igen rider i täten för filmindustrin.

messosi. Andre ha avuto la più' felice e movimentata carriera prima di raggiungere l'elevata presente assegnazione. Egli ha percorso la via maestra della Paramount da Copenaghen in Australia, da Giava a Copenaghen di nuovo e finalmente a Berlino, nel posto eminente cui è stato ora assegnato. Il suo è un verò caso di continua promozione ed i Paramountini di ogni parte del mondo si rallegreranno con lui pel suo meritato successo.

La Gara si aggira, col presente, verso il suo quinto mese e, nel prossimo, annunzieremo i "leaders" (ed i vincitori dei premi) di mezza via. La presente gara si è sviluppata in una delle migliori che mai abbiano avuto luogo, e, quando le conclusioni del Congresso cominceranno a realizzarsi, siamo certi che essa rappresenterà una gran parte nello stabilire che quest'anno ha segnato un importante avanzamento nel cammino di prosperità e di progresso della nostra Compagnia.

Due delegati di oltremare nel nostro Congresso—i signori Fred H. Lange e John L. Day, Jr.—sono tornati ai loro posti oltre oceano assai soddisfatti della grandiosità delle produzioni viste.

A tal proposito richiamiamo in particolar modo la vostra attenzione al magnifico lavoro effettuato in Argentina dal Direttore John B. Nathan pel film "L'uomo della pianura" (The Plainsman). E' un fulgido esempio di perspicace iniziativa, perchè soltanto una vigilie memoria ed un fine occhio di osservazione han condotto a questo prodigio.

I delegati che ebbero la fortuna di vedere, durante il Congresso di Los Angeles, quasi completate le films di "Anime a mare", "Alto Grande e Bello", "Angelo", "Vita Facile"—nonche' molteplici scene di "Bassa marea" e di parecchi altri films—non nutrono, nelle loro menti, alcun dubbio che un anno di direttorato del signor Zukor, negli studi della Para-

LA CONVENTION ANNUALE DE CE MOIS

La nouvelle la plus importante rapportée dans le numéro de ce mois est le résumé de la très importante convention qui s'est tenue à Hollywood les 10, 11 et 12 juin. M. Hicks se trouve à la tête de la délégation de la Légion Etrangère, et comme il est parti de New-York le jour même de son débarquement du transatlantique *Queen Mary*, il a pu donner à l'assemblée plénière un excellent tableau de la situation en Europe qu'il venait de surveiller. En outre, il a apporté à la Convention les félicitations et les bons souhaits de tous les Paramountais qu'il a vu en Europe, aussi bien que ceux des Paramountais dans les autres parties du Monde.

Comme suite à la déclaration de la Convention, on trouvera dans ce numéro des détails concernant plusieurs des grands nouveaux films qui sont achevés ou dont la production commencera incessamment. Cette information quand elle sera traduite pour votre profit, vous donnera certainement la preuve du fait que Paramount a assuré l'exécution de son plus grand programme de production depuis les débuts de cette Compagnie.

C'est l'opinion unanime de tous ceux que ont vu la projection de "Souls at Sea" à Hollywood que c'est là le film le plus grand dans l'histoire de Paramount, et aussi le plus grand film dans toute l'histoire cinématographique.

Nous sommes extrêmement heureux d'annoncer la nomination de M. André Olsen au poste de Directeur Général pour l'Allemagne et l'Europe Centrale, comme successeur de M. Schaefer qui a récemment donné sa démission. M. Olsen s'est brillamment avancé vers ce poste le long de la route Paramount de Copenhague à l'Australie et à Java, pour revenir à Copenhague et passer ensuite à Berlin où l'appelle sa situation présente. Pour lui, ce fut vraiment un cas de promotion du rang et les Paramountais, partout, se réjouiront avec lui de son grand succès.

Le Concours clouture son cinquième mois et dans notre prochain numéro nous annoncerons les résultats et les gagnants de la première période. Ce concours est certainement l'un des meilleurs que nous ayons observé, et nous savons que lorsque le résultat de la Convention commencera à se faire sentir, ce Concours contribuera en grande partie à cette année de prospérité et de progrès.

Nos deux délégués d'outre-mer—MM. Fred W. Lange et John L. Day, Jr.—sont retournés à leurs

(Continued on Page 12)

mount, ha dato a questa il campionato mondiale della produzione filmistica.

Tutte le films predette sono completate da tocchi di elevatissima arte teatrale e ciascuna di esse dovrebbe esser fonte di magnifici affari in ogni parte del mondo.

Ma ciò che più' vale è che lo spirito del Congresso in se' stesso e la sicurezza dimostrata da ogni oratore, e la confidenza racchiasa in ogni importante dichiarazione, così come la maniera in cui ogni delegato si comportò, diede prova sicura del fatto vitale che la Paramount è ancora una volta in testa al gruppo dell'industria cinematografica.

STUDIO PUBLICITY STAFF
DID A GRAND JOB

All of the delegates, domestic and foreign, certainly owe Publicity Director Chris Dunphy and his tireless co-workers a rousing vote of thanks for the job of work they did in making the visitors welcome, in showing them a good time, and in recording the memorable event in every way.

"KEEP PARAMOUNT FRIENDLY," THEME SONG

Given herewith are the words of the song composed expressed for the Convention and sung with gusto at the delightful Dinner Dance held at the Trocadero Cafe.

KEEP PARAMOUNT FRIENDLY
AND WORK WILL BE FUN
LET'S BE A BIG HAPPY FAMILY
ONE FOR ALL—ALL FOR ONE
WHILE YOU'RE WORKING
TOGETHER
REAL FRIENDSHIP WILL
COUNT
KEEP PARAMOUNT FRIENDLY
AND YOUR BEST FRIEND IS
PARAMOUNT!

**"JUNGLE PRINCESS" WAS A
CONVENTION HIGHLIGHT**

In the course of his convention address on the product, A. M. Botsford, executive assistant to William Le Baron, studio head, spoke at length regarding the importance of "Jungle Princess" in Singapore. He quoted the letters of Messrs. Jack Groves and Paul Verdayne regarding the preservation of press reviews of the picture in the cornerstone of the new Building of Justice, and this fact, plus the phenomenal success of the picture in that territory, greatly impressed the delegates.

**"CHAMPAGNE WALTZ" BUBBLES
AS URUGUAYAN SUCCESS**

A cable flash from Managing Director John B. Nathan informs us that "Champagne Waltz" inaugurated the magnificent new Ambassador Theatre at Monte Video on June 11th, and scored a sensational premiere.

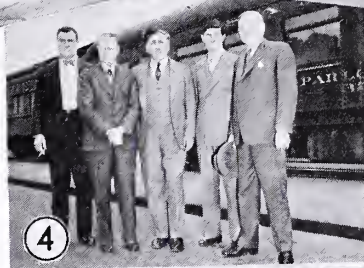
PRATCHETT IN NEW YORK

Division Leader A. L. Pratchett, head of Los Revolucionarios, arrived in Home Office on a business visit June 28th. His main anxiety was to see the new product and as these lines are running through the press arrangements are being made for him to see as much new footage as possible. He is super-enthusiastic about the contest-intentions of his co-workers, and vows that the "12" alongside his name will vanish next month.

WORD FROM COCHRANE

Tom is naturally disconsolate over being fourth at the end of the fifth month, but a cheery letter from him promises a betterment of this by the halfway mark, and most certainly a spot much nearer the winning post as the great contest draws to a close.

There's one thing we have to record about that celebrated Cochrane enthusiasm—it never goes into eclipse.

WITH THE CANDID CAMERA**THE CANDID CAMERA REPORTS THE CONVENTION**

There was a whirr of lenses of Kodaks, Leicas, Contaxes and Contaflexes as the business and social sessions of Paramount's finest convention swept through their merry three Los Angeles days. We present above the fruits of that camera harvest which most concern the members of Paramount's International Legion. (1) and (2) are speaking sessions by Mr. Adolph Zukor and Mr. Neil Agnew respectively. (3) Domestic Division Manager Charles Reagan and General European Manager Fred W. Lange engage in conversation at Eugene Zukor's beach house. (4) Messrs. Fred W. Lange, George Weltner, A. J. Richard (Para. News editor), Albert Deane and John L. Day, Jr. pose at Pasadena station. (5) Charles Reagan is now getting the South

American lowdown from General Manager John L. Day, Jr. (6) A. O. Dillenbeck, of Buchanan Ad. Company, Mr. and Mrs. John W. Hicks, Jr., and Neil Agnew conversing at the Zukor beach house. (7) Messrs. J. Roper, L. P. Flynn and G. B. J. Frawley at the Ambassador lunch table (Flynn and Frawley managed the convention admirably). (8) Mel and Rosita Shauer with George Weltner on the beach. (9) Messrs. Weltner, E. J. Zukor, Hicks, Luraschi, Lange and Mel Shauer at the studio luncheon table. (10) Eugene Zukor and George Weltner arriving at the Trocadero dinner-dance. (11) Foreign Legion Leader J. W. Hicks and Eugene Zukor at lunch in the studio. (12) Mr. and Mrs. Hicks with Mr. and Mrs. Cecil B. DeMille and guest at the Trocadero party.

(Continued from Page 10)

postes bien satisfaits du calibre de la production qu'ils sont pu voir.

Nous attirons votre attention sur le "truc" d'exploitation pour "The Plainsman" que le Directeur-Gérant John B. Nathan a mis en oeuvre en Argentine. C'est un brillant exemple d'initiative intelligente, car seule une mémoire éveillée et un oeil pour l'exploitation en a permis la réalisation.

Il n'y a pas le moindre doute dans l'esprit des heureux délégués à la Convention de Los Angeles qui ont vu presque achevés "Souls At Sea," "High, Wide and Handsome," "Angel" et "Easy Living"—ainsi que des extraits considérables de "Ebbtide" et d'autres films—que pendant l'année qu'il a été à la tête de la production au Studio Paramount M. Zukor a assuré à Paramount le premier rang dans l'industrie cinématographique du monde entier. Chacun de ces films est étoffé de magnifiques effets scéniques et dramatiques et devrait rapporter gros en affaire partout où ils seront projetés. Et de plus, l'esprit qui s'est manifesté à la convention elle-même, les assurances de tous les orateurs, la confiance qui supportait chacune des importantes déclarations, aussi bien que la manière dont les délégués se sont comportés, tout cela constitue la preuve du fait vital que Paramount est une fois de plus tient la place d'honneur dans l'industrie cinématographique.

NEUES VON DER JAHRES-VERSAMMLUNG

Die Hauptneuigkeit in diesem Monat ist ein Resumé der Jahresversammlung, welche am 10., 11. und 12. Juni in Hollywood stattgefunden hat. An der Spitze der Delegierten unserer Auslandsabteilung stand Herr Hicks. Da er am Tage der Landung mit dem transatlantischen Dampfer "Queen Mary" einen günstigen Zug in New York erreichte, war er in der Lage, der Versammlung ein grossartiges Bild von den Zuständen in Europa aus erster Hand zu geben. Ausserdem überbrachte er der Versammlung Grüsse und gute Wünsche aller Paramountler, mit denen er in Europa in Berührung gekommen war, wie auch von Paramountlern aus allen andern Teilen der Welt.

Als Resultat der Versammlung sind in dieser Ausgabe Einzelheiten über viele grosse, neue Bilder, welche entweder vollendet sind oder deren Herstellung in aller Kürze in Angriff genommen wird, enthalten. Diese Mitteilung ist der treffendste Beweis, dass Paramount sich das grösste Filmprogramm gesichert hat.

Es ist die aufrichtige Ueberzeugung aller derer, welche einer Vorführung von "Souls at Sea" in Hollywood beiwohnten, dass es sich hier nicht nur um eines der grössten Bilder aller Zeiten handelt, sondern dass es das grösste Seebild ist, das je verfilmt wurde.

Es bereitet uns eine grosse Freude, in diesem Monat die Berufung von Andre Olsen zum General-Direktor von Deutschland und dem Balkan anzuzeigen. Er ist der Nachfolger von Herrn Schaefer, welcher kürzlich zurückgetreten ist, Herr Andre hat eine glänzende Laufbahn bis zu seiner jetzigen hohen Stellung hinter sich. Er durchreiste die Para-

(Continued in last column)



HOLLYWOOD REUNITES THE ARTISTES OF ALL THE WORLD

Case of Olympe Bradna and Gustav Wally One of Most Interesting on Record

Seven years ago a tiny little Continental performer named Olympe Bradna and a tall, likeable Swedish singing star were on the bill of Rolf's Revue in Stockholm. For reasons which fate knew about best, a snapshot was taken of these two players. Seven years later, in Hollywood, California, they again appeared before a camera's lens. This time it was no snapshot, but an actual publicity photograph, since by this time both performers were under contract to Paramount Pictures, and both were surely heading towards screen stardom.

We have presented both of these records above. We also advise here that we have seen Miss Bradna's magnificent performances in "The Last Train From Madrid" and (particularly) "Souls At Sea" and unhesitatingly prophesy great screen importance in the very near future. Mr. Wally we will hear from very shortly.

But in the meantime we would like to quote from a letter written by General Manager Carl P. York in connection with the forthcoming product line-up, and particularly the personalities listed. He says, in part:

"What pleased us even more is the fact that a young man named Gustav Wally has been signed up by our production department. This young man is quite popular throughout Scandinavia, and we think that he has great possibilities . . . We are looking forward to his first picture and sincerely believe that our Studio will make a success of him."

Paramount Majesty

**HIGH, WIDE AND HANDSOME
SOULS AT SEA
ANGEL, BUCCANEER, EBBTIDE**

Life with Paramount IS Stranger than Fiction!

mount-Heerstrasse über Kopenhagen, Australien, Java und abermals Kopenhagen nach Berlin. Seine Beförderung aus den Reihen heraus ist ein typisches Paramount Beispiel, und alle Mitglieder der Auslandsabteilung werden sich mit ihm über seinen wohlverdienten Erfolg freuen.

Der in diesem Monat verzeichnete Filialstand im Wettbewerb bringt die Ergebnisse von fünf Monaten. Im nächsten Monat, beim Halbjahreschluss, werden wir die Führer (und Preisträger) bekanntgeben. Dieser Wettbewerb hat sich zu einem der besten entwickelt, den wir je inszeniert gesehen haben. Wenn das Ergebnis der Jahresversammlung bekannt wird, liegt der Beweis klar auf der Hand, dass der Wettbewerb viel dazu beigetragen hat, dieses Jahr zu einem äusserst erfolgreichen und fortschrittlichen zu machen.

Unsere beiden auf der Versammlung anwesenden Delegierten von Uebersee, die Herren Fred W. Lange und John L. Day Jr., sind befriedigt über den sichtlich grossartigen Erfolg, auf ihre überseeischen Posten zurückgekehrt.

Wir machen auf die geschickte Ausnutzung des Films "The Plainsman" aufmerksam, welche der leitende Direktor John B. Nathan in Argentinien durchgeführt hat. Dies ist ein leuchtendes Beispiel von scharfsinniger Initiative, da nur ein besonders gut geschultes Auge für Reklameauswertung solches möglich machen konnte.

Diejenigen Teilnehmer der Jahreskonferenz, welche die fast fertigen Produktionen "Souls at Sea," "High, Wide and Handsome," "Angel," "Easy Living" und einen grossen Teil von "Ebb Tide" gesehen haben, werden auch nicht einen Moment darüber im Zweifel sein, dass Herrn Zukor's Hand am Steuer der Paramountproduktion unserer Firma die endgültige Führung in der Weltfilmindustrie wieder zugeführt hat. Jeder dieser Filme beweist bis ins kleinste Detail die wohl bedachten Schumannfinessen, und jeder Film muss daher in allen Teil der Welt durchschlagenden Erfolg bringen. Hinzu kommt noch der erhebende Geist, von dem alle Konferenzteilnehmer beseelt waren, gepaart mit der Selbstsicherheit eines jeden Redners, sowie die Ueberzeugung, welche einer jeden Ausführung zu Grunde lag—alles Beweise, dass Paramount endgültig ihre Weltführung zurückerobert hat.

TITLE CHANGES

The picture now in production and hitherto known as "Accidents Will Happen," will be finally titled "Everybody's Doing It." B. P. Schulberg is producing for Paramount distribution, and the cast is headed by William Gargan, Orien Hayward, Vivienne Osborne and Tully Marshall.

"Partners in Crime" is the final title of the Lynne Overman-Roscoe Karns picture formerly known as "Murder Goes to Jail."

NEW HURWORTH BUDGET

We have received the latest copy of General Sales Manager William Hurworth's confidential chat with his Australian and New Zealand sales force and find it to be packed with sales common sense and general film information of a high calibre.

CONVENTIE NIEUWS

Het belangrijkste nieuws in dit nummer is het overzicht van de 10, 11 en 12 Juni, in Hollywood gehouden conventie. De Heer Hicks nam deel aan de conventie aan het hoofd der buitenlandsche gedelegeerden en aangezien hij tusschen aankomst uit Europa en vertrek naar Hollywood, slechts een dag in New York vertoefde, bracht hij versche indrukken mee aangaande de toestand in Europa. Tevens bracht hij de beste wenschen over van alle Paramounters met wie hij gedurende zijn jongste Europeesche reis in aanraking gekomen was.

In overeenstemming met de bekendmakingen op de conventie vindt ge in dit nummer een overzicht van de films, welke in het komende jaar door Paramount vervaardigd zullen worden en ook van films, die reeds voor de camera staan. Het behoeft geen nader beoog, dat de komende films de beste zijn welke Paramount in den loop der jaren heeft vervaardigd.

Allen die op de conventie Souls At Sea zagen, waren diep onder den indruk van deze film, die volgens de algemeene opinie niet alleen een der geweldigste Paramount rolprenten is, doch ook waarschijnlijk de allerbeste "zee" film tot nog toe vervaardigd.

Het doet ons buitengewoon genoeg de benoeming bekend te maken van Andre Olsen tot Algemeen Directeur voor Duitsland en Centraal Europa, als opvolger van den Heer Schaefer, die onlangs ontslag nam. Andre Olsen heeft deze verantwoordelijke post bereikt via Kopenhagen, Australie, Java, toen weer Kopenhagen en thans Berlijn. Hier hebben we wederom een voorbeeld van een Paramount, die onder aan de ladder begon en zich op wist te werken.

Het internationale concours is in de vijfde maand en de volgende maand zullen wij de leiders (en prijswinnaars) bekend maken voor het einde van de eerste helft van het loopende jaar. Dit concours is het spannendste in onze geschiedenis en zodra ons nieuwe product het buitenland bereikt belooft dit concours een ware 'show' te worden voor allen die er aan deelnemen.

Onze twee buitenlandsche gedelegeerden, Fred W. Lange en John L. Day, Jr., zijn inmiddels naar hun buitenlandsche posten teruggekeerd, zeer voldaan met wat zij in Hollywood hebben gezien.

Wij vestigen Uwe speciale aandacht op de buitengewoon effectieve publiciteits 'stunt' van den Heer John B. Nathan met de "Plainsman" in Argentinië. Deze publiciteit trekt des te meer de aandacht, omdat er groot initiatief en een goed geheugen bij te pas kwamen.

Bij de gedelegeerden, die zoo gelukkig waren de conventie te Los Angeles te mogen bijwonen en daar de bijna voltooide copieën zagen van "Souls at Sea," "High, Wide and Handsome," "Angel," "Easy Living" en interessante gedeelten uit "Ebb Tide," benevens vele andere films, bestaat niet de minste twijfel, dat de Heer Zukor na een jaar aan het hoofd van het Paramount studio gestaan te hebben, onze organisatie de leiding heeft gegeven in de filmindustrie.

Elk dezer films getuigt van zijn pre-



MESSAGES FROM THE FOREIGN LEGION'S FLASHER

At this year's Convention the Foreign Legion concentrated its messages in one automatic electric display board. This board, which carried messages of one sheet size, is shown in some of the scenes above, along with some of the posters. All territories were covered in the messages and the board itself, placed squarely in the opening to the convention hall, was thronged by domestic conventioners watching the moving parade of posters. In addition to specific messages concerning Legionnaires, there also appeared approximately 20 representative Paramount posters from the principal countries of the world, all of them colorful announcements of successful product.

"Angel" Gives You More Than "Desire"

statie als de meester-showman en zal zeker niet nalaten overal in de wereld goede zaken te doen.

Trouwens, de algemeene stemming

op de conventie, het vertrouwen in de toekomst, bijna door elken spreker uitgesproken en het vertrouwen der gedelegeerden in de vervulling van elke

belangrijke bekendmaking, bewezen genoegzaam het feit, dat Paramount de geheele industrie wederom voorgaat.

ITALY'S MAGNIFICENT PUBLICITY EFFORTS

Since rushing our last month's issue of Paramount International News to press we had an opportunity to look over the large consignment of publicity material received from Italy, before sending it on to Hollywood for display at the Convention.

This collection of highly attractive star postcards, colorful window signs, small posters and reproductions of larger ones, has convinced us very assuredly that Division Leader Americo Aboaf has a publicity force, headed by Mr. P. Sereno, of which he can be very proud.

THE HOUSE ORGAN PARADE

France's "Paramount Francaise" for May-June is what is known in America as "a honey." In other words, it is one of the finest issues of a house organ ever created, containing as it does an insert in color of all of the new season's product.

Italy's "Paramount" in its latest issue detailed in picture and story the visit to that country of Paramount's President, Mr. Barney Balaban, who was accompanied by Messrs. Hicks and Lange, and who was the guest of Managing Director Aboaf.

The two newest issues of London's "Paramount Service" are well in the traditional high calibre of this stalwart publication, the production of which reflects the utmost credit on its editorial staff.

Issues four and five of Holland's "Paramount Koerier" are likewise well up to standard, and we can readily understand why this green-covered magazine is attaining such popularity in the Netherlands.

Two new issues of Australia's "Paramount Sales Punch" tell of the pinnacle of popularity achieved by Managing Director Harry Hunter with his splendid staff. These issues also reveal the far-sightedness of the Australian Paramounters in already laying plans for the 17th successive annual celebration of Paramount Week next September.

The May issue of Brazil's "Paramount em Accao" is to hand, and again we must congratulate the staff of the great South American republic on a grand job of informative editing.

REVIEWING A GRAND HOUSE ORGAN

To borrow a truly American expression for a truly British piece of work, the London publicity department, under the editorially inspired guidance of Publicity Director F. L. C. Thomas, truly 'went to town' with the Coronation issue of The Paragram. The May issue which is now before us, printed in four or five dazzling colors, is about as breathless a piece of house organ artistry as we have seen in almost two decades of looking over publications of this type. Hip-hoorays, bravos and banzais to all concerned!

The cover of the issue is topped by a background of the Royal Golden Coach, and lower on the page is an all-colour depiction of the exterior of Paramount House, London, done in its natural tints

(Continued in last column)

EXPLOITATION

J. B. NATHAN DIGS UP UNUSUAL EXPLOITATION ANGLE FOR "THE PLAINSMAN" IN ARGENTINA

Cecil B. deMille's "The Plainsman" has had some of the most unusual salesmanship and showmanship angles put behind it that this industry has seen in many years. Yet perhaps the strangest and most effective one reported to date comes from Argentina.

It appears that some months ago the famous newspaper, "La Prensa," of Buenos Aires, ran a story to the effect that there is still living in Argentina a Gaucho named Ismael Palacios, who not only knew William (Buffalo Bill) Cody, but had travelled with Cody's troupe in Europe as well as throughout the United States. Through some very good slanting by Paramount's publicity director in Argentina, Guillermo Fox, the Gaucho was found living in the little remote town of Merlo.

John Nathan at once arranged that the old man (he is 79) be brought to Buenos Aires, where he was shown "The Plainsman," was photographed at the premiere of the picture, and was also put on the air. He was uncoached in anything that he did or said, but was so self-conscious that his clear and concise narration of hitherto unrecorded incidents in the life of Buffalo Bill proved to be a radio sensation. Only at the end of the broadcast, when he commenced sending regards to all of his friends who might be listening in, did he become emotional and break down.

All of this exploitation served magnificently to aid the picture, which, as reported last month, is smashing all existing records throughout Argentina. Messrs. Nathan, Fox and all others who co-operated are to be congratulated on their splendid appreciation of the value of showmanship.



Nathan is at the right. In the rear, at left, is Mr. Charles de Cruz, of Radio Belgrano. At the right, Publicity Director Guillermo Fox.

In Paramount's projection room in Buenos Aires during a screening of "The Plainsman" to a Gaucho associate of Buffalo Bill Cody.

Ismael Palacios, the Gaucho, is in the centre of the front row. At the left of this row is Mr. Richard Hogg, well-known 'estanciero,' whose story brought the Gaucho to light. Mr.



HAVANA'S PARAMOUNT POSTER STAFF

Paramount's Manager for Cuba, Jasper D. Rapoport never loses an opportunity for telling what a swell bunch of Paramounters he has working with him in the island republic. He sent us the couple of snapshots reproduced above in order that we might meet Oscar Reguera (seated), and his staff of painters and decorators who make the displays for the Paramount pictures screened at the Teatro Nacional.

The young chap seen at the extreme back of the group is the distributor of Paramount heralds throughout Havana, and to our way of thinking is going to be a right smart chap one of these days. He projected himself into the group, then refused to allow the picture to be used without his likeness appearing.



HAMBURG STRONG FOR "TEXAS RANGERS"

No exploitation for a motion picture could be bigger than that staged for the Paramount special production, "Texas Rangers," by the management of Knopf's Lichtspielhaus in Hamburg, Germany, as the picture above eloquently testifies. The picture was given exceptionally fine exploitation by the theatre in addition to this impressive front-of-house display, and we are happy to advise that this great program produced fine results.

COLORFUL ANNOUNCEMENT BOOKS ISSUED

Now that the greatest array of Paramount product ever filmed is being assured our offices overseas, enthusiastic Paramounters are keeping printing presses working overtime in order to pass the great news along to the world's exhibitors.

A pair of early announcement books came to hand in Home Office at the same moment. One issued from Division Manager A. Lichtschindl's office in Vienna, and the other from Manager M. F. Jordan's office in Zagreb, Jugoslavia. Each of the booklets is an attractive piece of announcing, and of course each ties in Paramount's unforgettable trade mark with the glamorous product it has the honor to announce.

LONDON HOUSE ORGAN (Continued)

as decorated for the Coronation.

Also featured in the cover is an announcement of Mr. Balaban's impending visit to London.

Marching into the inner pages we find the second sheet devoted to a review of the new product; Page Three featuring the newest of the clever essays by London Paramount's own scribe, Impertinax. Pages four and five are of the Here, There and Everywhere variety, but at the same time prominence is given to a couple of promotions which we have detailed elsewhere in our issue. The sixth page is devoted to a humorous Popeye satire by C. S. Grahame, with decorations by K. E. Mathews. The following page is Paragram's new feature, The Girls' Page. The last page is devoted to Sport and Social News.

By all odds a house organ for the British organization to be thoroughly proud of.



THE NEW GAAL

Here is Franciska Gaal, all ready for her role as leading woman to Fredric March in Cecil B. deMille's production, "The Buccaneer." Others in the cast of this mighty movieization of the life, loves and adventures of Jean Lafitte, are: Akin Tamiroff, Larry Crabbe, Porter Hall, Conway Tearle and Walter Brennan. The last-mentioned will be remembered for his grand role in "Come And Get It." Note: Cameras are already turning on "The Buccaneer." The picture having been in work more than three weeks.

EL CONGRESO ANUAL Y LA NOTICIA DEL MES

—La principal de las informaciones contenidas en el presente número es la que reseña el muy importante congreso reunido en Hollywood durante los días 10, 11 y 12 de junio. Presidió la delegación del departamento extranjero el señor Hicks, quien siguió a Hollywood por tren a las pocas horas de haber desembarcado en Nueva York del trasatlántico **Queen Mary**, y pudo por lo tanto presentar al congreso información tan reciente como completa acerca de la situación en Europa. Llevó además el señor Hicks las felicitaciones y cordiales votos de todos los paramountistas, tanto de aquellos con quienes estuvo en relación directa en Europa, cuanto de los del resto del mundo.

—Consecuencia del anuncio hecho en el congreso son los pormenores que hay en este número acerca de muchas de las nuevas y grandes películas que se hallan terminadas o a las cuales se dará comienzo en breve plazo. Esta información, una vez traducida, convencerá de que la Paramount cuenta con el mayor programa de películas que ha habido en la historia de la compañía.

—Cuanto asistieron en Hollywood a la exhibición de ensayo de "Almas en el mar" ("Souls At Sea"), quedaron persuadidos de que esta película, la principal de todas las de la Paramount, es además la película cumbre entre todas las del mar.

—Nos complace sobremanera dar la noticia de que han nombrado a don Andre Olsen gerente general en Alemania y en los países de la Europa central, cargo en el cual

(Continued in last column)

"HOLLYWOOD REPORTER" GIVES PARAMOUNT THE FINEST PRINTED BOOST ANY COMPANY HAS BEEN GIVEN IN YEARS

Film companies have to take many powerful raps from the critical trade papers over a span of years. Many times these are deserved, many times not. But it has remained for Paramount to receive from "The Hollywood Reporter" the most significant front page praise any company has gotten in more years than we care to remember. The editorial, which appeared in the issue of June 11, while the Paramount Convention was actually in session at the Ambassador Hotel a bunch of blocks away from the trade paper's office, is given herewith in its entirety, not a single word altered or deleted:

The Paramount sales crew, here in convention, are going through the greatest sales meeting this organization has ever had. First, because the program for the coming year points towards the best Paramount has ever made. Second, they have found a production organization in the studio that is really functioning at top speed, a production organization that, under Zukor, has been moulded into one of the finest in the picture business.

Paramount has had the misfortune of having more rocks thrown at it, since most of the industry was shoved into the sheriff's office, than any other company. It was an important organization for the politicians to shoot at, for trustees to meddle with, for lawyers to complain about. They all knew BIG money could be thrown their way through picking on Paramount. And they did, and with

everything they had.

But they couldn't sink it; they could not stop its certain progress. They made it tough for the Zukors, Balabans and others to put it on its feet, but they had the Zukors, the Balabans and others to contend with. The result was that Paramount defeated most of its enemies and is now chugging ahead to live up to its slogan: "If it's a Paramount picture, it's the best show in town."

Paramount is the largest producing, distributing and exhibiting organization in the business. Its resources are greater than any other picture company. It has the largest and most profitable string of theatres in the world and a studio crammed with properties that require only developing into fine, moneymaking pictures.

The assembled salesmen will leave Hollywood with greater sales

MR. ZUKOR'S CONVENTION ADDRESS

(Cont. from Page 3)

truisms in this business, namely that a fine picture, properly made and with full consideration given to audience appeal, will get splendid money anywhere. In substantiation of this Mr. Zukor cited one picture which, in eight weeks just ended since its release, had grossed for Paramount a total of one million dollars.

So, said Mr. Zukor, give the people what they want, give it to them handsomely and liberally, and pay more attention to that phase of the business than to any consideration of how many pictures the company will make during a given period. "There is no organization in the picture business better equipped to make **quality** pictures than is Paramount," said Mr. Zukor, adding that "we now are concentrating on the type of material that we **know** the public will buy. We are equipped to make those pictures, and we will make them in quantity as well as in quality."

Mr. Zukor continued to press the point of quality rather than quantity throughout his breathlessly-listened-to address. He voiced again and again the fact that the studio can deliver, because it had already delivered the impressively fine product that the boys had seen in the projection room. And then, after having alluded to the fact that change comes in this industry every 25 years, as it did a quarter of a century ago when the feature picture came into its own, he concluded with this vigorous observation:

"This is the turning point—and for that I repeat that this is our most important convention. You must find ways and means to make it possible for Paramount to make as many big pictures as this organization can turn out. If the sales policy is sound, then we will have no fear, as far as our huge investments are concerned. We do not have to sell you on the organization. We are keyed up in anticipation of the public taste for next year, and the year after that. We want you to be equally far ahead in your policies. Place those quality pictures. If you will do that, we will be on the top, and will stay there so that no one ever will shove us off." (Loud applause).

inspiration than they have ever carried away from a convention before, an inspiration born of the facts that have been recited at these meetings, productions actually completed, others on the stages, and still more in work. They will have seen and talked to the Zukor who contributed as much to the building of this business as any other man, not the Zukor that was tossed around until Paramount found they could not run Paramount without him. It's a new day for Paramount and now its sales crew knows it.

EL CONGRESO ANUAL Y LA NOTICIA DEL MES

reemplaza al señor Schaefer, que renunció recientemente. El señor Olsen llega al elevado puesto que hoy ocupa después de brillante carrera, durante la cual ha ido distinguiéndose en Copenhague, Australia, Java, nuevamente en Copenhague y por último en Berlín. Su ascenso, típico de los que alcanza el mérito en las filas de la Paramount, será motivo de satisfacción general, por lo muy bien ganado.

—En este mes se compilan los resultados del quinto del Concurso. Daremos publicidad el próximo a los nombres de los que han conquistado los primeros puestos, y con ellos los premios del primer semestre. Ha resultado este concurso uno de los más lucidos. Y cuando empiecen a distribuirse las películas presentadas en el congreso, es seguro que este concurso contribuya de manera señalada a hacer del presente año nuestro máximo año de progreso y prosperidad.

—Dos de los delegados de Ultramar a nuestro congreso, los señores don Fred W. Lange y don John L. Day, Jr., regresan muy satisfechos con la excelente calidad de las películas que han visto durante su estadía.

—Encomendamos a la atención general el magnífico reclamo que el director gerente don John B. Nathan hizo a "El Llanero" ("The Plainsman") en la Argentina. Es tal reclamo ilustre ejemplo de emprendedor ingenio, asistido por una retentiva muy despierta y por un concepto muy claro de lo que debe ser un buen reclamo.

—Aquellos delegados al congreso paramountista de Los Ángeles a quienes cupo la buena suerte de ver en la pantalla ediciones casi completas de "Almas en el mar" ("Souls At Sea"), "Alegre y feliz" ("High, Wide and Handsome"), "Ángel", "Vida fácil" ("Easy Living"), así como buena parte de las escenas de "Marea baja" ("Ebbtide") y varias otras películas, quedaron plenamente convencidos de que, gracias al año de permanencia del señor Zukor en los Estudios de la Paramount, la Editora de la cumbre y de las estrellas ocupa hoy el primer puesto en la producción cinematográfica mundial. En todas las películas mencionadas abundan los toques maestros, y no habrá una de ellas que no sea magnífico negocio en cualquier parte del mundo. Lo que es más: el espíritu que reinó en el congreso la confianza expresada por los oradores, la seguridad que respaldaba toda declaración importante, el comportamiento general de los delegados, fueron prueba del hecho fundamental de que la Paramount se halla nuevamente a la cabeza de la industria cinematográfica.

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Paramount's INTERNATIONAL NEWS

AUGUST 1, 1937



VOLUME 4. No. 8

PARAMOUNT'S
INTERNATIONAL
CONTEST

Reaching for the Golden Rings at the Half Year Mark

J. A. GROVES

LOUIS FOLDES

CARL P. YORK

PAUL SANDBERG

AMERICO ABOAF

PIO P. ALBERICI

What About The Next Time Around?

C O U R A G E !

The stern, unflinching courage of the Paramounteers of Spain is a symbol of sheer inspiration to Paramounteers throughout the world. Over them, in unrelenting fury, has spread the horror of Life's most ghastly tragedy, civil war. Their very existences have been tumbled, their lives battered, everything they have held near and dear jeopardized or destroyed.

Yet their courage has not forsaken them. It has become their greatest bulwark. Manifesting itself in devotion to the organization they have for so long served, it has found Paramounteers serving Paramount under all manner of danger and privation, daring the shells and air-bombs of an adversary, spreading film cheer where and when possible, and even finding it possible to keep Spain in line with the whole world in celebrating the Silver Jubilee of Adolph Zukor.

Who says that these things do not signify courage knows not whereof he speaks. For our part—and for every Paramounteer in the great world family of Paramount—this is glorious, golden courage, a valiant symbol to us all of what devotion to duty can mean.

Seven of these heart-stopping scenes depict the carnage of war and its smashing effects on our Madrid office. The smaller of the two staffs is the personnel at Madrid, to whom our hearts go out in these days of horror. The view of an entire building shows the modern structure housing the Paramount organization in Madrid, with an arrow pointing to the spot (shown higher in close-up) where a bomb struck the front of the office. The other scenes show the damage done by bombs which rained on the rear of the building from the air.

The larger group is of the Barcelona (head office) staff. Indicated by arrow is Augusto Garcia Parra, who perished in action on the Madrid front eight days later.

All of these photographs were circulated among the Company's executives in New York City accompanied by a note from Mr. Hicks saying—"These should be seen by every executive of our Company, as to me they exemplify the truest spirit of Paramount loyalty ever expressed."





Never was irony more grimly portrayed than in this glimpse of a poster board in Barcelona, with an announcement of Marlene Dietrich and Gary Cooper in "Desire" check by joy with posters depicting all the horror of modern war. More powerfully than any words of ours this drama as seen through the eye of a camera tells of the fortitude of the Paramounteers of Spain who are carrying on devotedly and with courage in the face of fearful odds.

A COURAGEOUS MESSAGE FROM THE PARAMOUNTEERS OF BELEAGUERED SPAIN

Written over the name of the newly appointed leader of the Paramount organization in Spain, Sr. Vidal Gomis, we present here as noble a message of courage and devotion to duty as these pages have carried in the history of Paramount's foreign department. Printed as a counterpart to our editorial on Page Two, we submit it as evidence of the fact that whatever Paramounteers such as those in Spain survive, so will the Paramount organization survive. The message, in Spanish and in English, follows:

A LOS CAMARADAS PARAMOUNTISTAS DE AMERICA Y DEL MUNDO ENTERO

¡Salud a todos, hermanos de la gran familia!

Las fotos que os adjuntamos de nuestras Oficinas de Madrid en primer término, y de las de Barcelona y Valencia en segundo, son testimonios harto más elocuentes que todas las palabras de cuán angustiosa, desde el punto de vista de la tranquilidad espiritual, es nuestra labor en los momentos presentes. — De la Oficina de Bilbao no podemos enviaros fotos, según era nuestro deseo, porque los compañeros de allá no tenían su ánimo dispuesto a la fotografía en días tan difíciles como los que han debido pasar. — Ellos — y creemos que sin sufrir bajas — han llegado al epílogo de unos instantes que parece estamos destinados a vivir todos los españoles.

Reza un aforismo de los clásicos que nada une a las almas tan estrechamente como el dolor. — La tragedia que vivimos ahora los Matadores todos, es bastante honda para que más que nunca nos sintamos estrechamente unidos entre nosotros mismos y con los hermanos en Paramountismo que, allende nuestras fronteras, conocen los beneficios de la paz; la tranquilidad del sueño, sin temor a un despertar trágico; el sistema normal de contratación con el cliente que, al correr de los años, se hizo también un poco amigo y colaborador. — Todas esas cosas que eran la normalidad, ya no son para nosotros más que un añorado recuerdo feliz.

Los aviones — cuando no los obuses, como en el caso de Madrid — sacuden nuestros lechos y los de nuestros familiares; el empresario, conocedor de su negocio, con quien nos unían vínculos de amistosa relación, ha sido absorbido por Comités que, en punto a precios y condiciones, impondrían su voluntad sin nuestra energía en defensa de los intereses que nos han sido encomendados.

Pese a todo esto, las fotos aún reflejan optimismo. — Somos fuertes, somos... ¡Paramountistas! Todas esas angustias e intranquilidades, que son un morir poco a poco, no enfrian nuestro entusiasmo de Paramountistas y hoy, más que nunca, nos sentimos hondamente ligados a los hermanos que, a través del mundo, flamean la enseña de la montaña coronada de estrellas. — Vivimos con la esperanza de que pronto vendrá a nosotros la Paz y podremos festejar, con todo el esplendor que merecen, las bodas de plata de nuestro caudillo, Mr.

Zukor; de que el espléndido lote de material, conmemorativo de tan grata efemérides — nunca igualado por nuestros Estudios — alcanzará rendimientos dignos de la valía del mismo y del afecto que nuestro fundador nos merece.

Tenemos la convicción de que aún daremos días de gloria en nuestra lacerada patria a la enseña Paramountista — pese a la precaria situación en que habrá de quedar el país tras la tragedia — y con este deseo que nos alienta y sostiene, que nos ayuda a ser dignos de los momentos que atravesamos, enviamos a todos los hermanos Paramountistas unos saludos y abrazos que nunca estuvieron tan henchidos de emoción, afecto y risueñas esperanzas como en las tristes circunstancias presentes.

Barcelona, Junio 1937.

J. VIDAL, Por los Paramountistas Españoles.

(TRANSLATION)

TO THE PARAMOUNT COMRADES OF AMERICA AND THE ENTIRE WORLD

Greetings to all, brothers of the great family!

The photos which we enclose of our offices in Madrid in the first place, and those of Barcelona and Valencia in the second, are sufficient testimonies, more eloquent than words of how full of anguish is our work at this time, from the point of view of spiritual tranquility. We could not send you photos of the Bilbao office, as was our desire, as the fellow-workers there did not have their minds on photography on such difficult days as they have had to go through. They have arrived, and we believe without suffering casualties, at the epilogue of some moments which it seems all we Spaniards are destined to live through.

There is an aphorism of the classics which states that nothing unites people so strongly as sorrow. The tragedy which all we Matadors are living now is so deep that more than ever we feel strongly united among ourselves and with the Paramount brothers who, beyond our frontiers, know the benefits of peace; the tranquility of sleep, without fear of a tragic awakening; the normal system of transaction with the client who, after a number of years, also became in a measure a friend and collaborator. All these things which were the usual, are nothing more for us now than a happy memory.

Sometimes the airplanes and sometimes the shells, as in the case of Madrid, shake our beds and those of our families; the exhibitor, a connoisseur of his business, with whom we were bound in friendly relationship, has been absorbed by Committees which, regarding prices and terms, would always impose their will, if not for our energy, in defense of the interests which have been committed to us.

In spite of all this, the photos will reflect optimism. We are strong, we are—Paramounteers! All these worries and uneasiness, which is like dying little by little, do not cool our enthusiasm as Paramounteers and today, more than ever, we feel ourselves deeply bound to the brothers who, across the world, carry the standard of the mountain crowned with stars. We live with the hope that soon Peace will come to us and we will be able to celebrate, with all the splendor it deserves, the silver anniversary of our leader, Mr. Zukor; so that the splendid material, commemorative of such an event, never equalled by our Studios, will attain success worthy of the value of same and of the love which we bear our founder.

We have the conviction that we will still give days of glory in our unfortunate country to the Paramount trademark—in spite of the precarious situation in which the country must be after the tragedy—and with this desire which encourages and sustains us, which helps us to be worthy of the times we are going through, we send to all the Paramount brothers greetings and best wishes which were never so full of emotion, affection and hope as in the sad circumstances of the present.

Barcelona, June 1937

J. VIDAL, FOR THE SPANISH PARAMOUNTEERS



Another chapter in the strange history of "Desire." Crowds queued outside the Coliseum Theatre in Barcelona waiting for a glimpse at Gary Cooper and Marlene Dietrich in the film so ably directed by Ernst Lubitsch —and by the grimmest irony of all, filmed in part at Aranjuez, Spain, now entirely devastated by the ravages of war.



BRILLIANT PREMIERE for 'HIGH, WIDE AND HANDSOME'

New York City thronged and thrilled to the arc-lighted premiere of "High, Wide and Handsome" at the Astor Theatre on the evening of July 21st. It was a gay affair for one of the mightiest Paramount pictures ever produced. Our scenes above reflect some of this gaiety, showing the exterior and the lobby of the theatre, and some of the screen personalities present. At the left top is Martha Raye, and below her Frances Farmer. At the top right is Randolph Scott, with Publicity Director Al Wilkie (left) and radio commentator Gabriel Heatter.

ONE-SENTENCE HIGHLIGHTS FROM THE NEW YORK CITY REVIEWS

(The Mirror) "High, Wide and Handsome" is a unique and stunning film which will entertain any audience.

(The Daily News) For an indefinite stay at the two-a-day Astor Theatre comes "High, Wide and Handsome," a Paramount musical picture.

(The New York Times) A richly produced, spectacular and melodious show, it moves easily into the ranks of the season's best and probably is as good an all-around entertainment as we are likely to find on Broadway this summer.

(Herald-Tribune) In its particular idiom, "High, Wide and Hand-

some" is a show that is best described by the adjectives of its title.

(The Telegram) The simplest way to describe "High, Wide and Handsome" is to say that it is magnificent entertainment: in it you will find practically all the ingredients that go to make up the sort of film that one can enjoy from beginning to end.

(The Sun) "High, Wide and Handsome" is a "Cimarron" of the oil industry.

(The Journal) Gay, colorful and exciting, it never forgets to be a slick adventure yarn even though it's been filmed on a large and lavish scale.

Ace **HIGH** in Entertainment
World **WIDE** in Appeal
AND **HANDSOME** in Box Office Results

Thrilling New Films Briefly Reviewed

The finest review of *High, Wide and Handsome* is told on the foregoing page in the praise poems of New York's best known critics.

Souls At Sea thrilled the delegates of the recent Los Angeles convention through and through. It is far and away the noblest, most spectacular sea film of them all and will be magnificently acclaimed throughout the world. Gary Cooper and George Raft do superb work in their chief roles, but much of the praise to be lavished on the production will go to an inspiring performance by Olympe Bradna, who hereby emerges as one of the most poised emotional actresses Paramount has ever given to the screen fans of the world.

Artists and Models is definitely slated to be an annual fun-and-musical feast following this auspicious bow. It is everything that we hoped it would be, with lots of musical gems and a constant vista of lovely ladies. Jack Benny is revealed in a new type of role, more romantic than wisecracking, and Ida Lupino and Gail Patrick share the affections of Benny and his co-romanticist, Richard

(Continued in fourth column)



STUDIO HONORED BY ITALIAN VISITORS

Paramount's Hollywood Studio played host one day in June to His Excellency the Italian Ambassador to the United States, Signor Suvich and Signora Suvich. The distinguished visitors are shown here with ranking studio officials and the head of the Motion Picture Producers and Distributors of America. Left to right are: Will H. Hays, Signor Suvich, Ernst Lubitsch, Signora Suvich, Robert Florey, Cecil B. deMille and Adolph Zukor.

CASTINGS

Ralph Morgan replaces Lionel Barrymore in "Wells Fargo." Barrymore was seriously injured the very first day of the picture's shooting. The film's principals are Joel McCrea, Frances Dee and Bob Burns.

John Payne, new Paramount male 'discovery' has the lead in Emanuel Cohen's Major Production for Paramount release, "Love on Toast." Katherine "Sugar" Kane, Grant Richards, Isabel Jewell and Luis Alberni have the other leads.

George Bancroft is with Edward Arnold in B. P. Schulberg's production "Blossoms on Broadway." Others contributing their talents to a fine cast are Shirley Ross, John Trent, Weber and Fields, the Radio Rogues, Jimmy Hollywood, Rufe Davis, and Frederick Clarke (who is given the publicity tab of being "Hollywood's only colored comic with a Noel Coward accent.")

Marlene Dietrich, who is at present in Europe on a vacation, will be directed by Mitchell Leisen in her next Paramount picture, "French Without Tears."

Gilbert Roland, last seen in "The Last Train from Madrid," will be next seen in the Western production, "Arizona Ames." Prominent in support will be Marsha Hunt, Charles Bickford, Monte Blue, Barlowe Borland and Billy Lee.

"Bulldog Drummond Comes Back" is the final title of the current "B.D." picture now in production.

The B. P. Schulberg production known sometimes as "Accidents Will Happen" and later as "Living on Love," will be released as "She Asked For It." Starred in the picture are William Gargan, Orien Heyward,

Vivienne Osborne and Roland Drew. Porter Hall, popular character actor, has been given a new Paramount contract. He is scheduled to play in "Wells Fargo."

David Torrence has been added to the cast of "Ebb Tide."

John Mack Brown has been added to the cast of Frank Lloyd's production, "Wells Fargo."

Jeff Lazarus, for the past five years head of Paramount Studio editorial board, has been promoted to the status of producer, with a straight four-year contract. His first two assignments will be "Men With Wings," at present announced as being made completely in Technicolor, and Marlene Dietrich's "French Without Tears."

Frank Tuttle will direct Bing Crosby's next film, which will be produced by Emanuel Cohen for Paramount distribution. It will be entitled "The Badge of Policeman O'Roon," and Beatrice Lillie will appear opposite the singing star.

"Texas Trail" is the final title of the next Hopalong Cassidy film.

Billy Lee has been cast in Paramount's Western, "Arizona Ames," which stars Gilbert Roland, Charles Bickford and Marsha Hunt.

TITLE CHANGES

The picture formerly known as "Sophie Lang in Hollywood" has been given the final title of "Sophie Lang Goes West." Gertrude Michael, Sandra Storme, Lee Bowman and Larry Crabbe are featured.

"Blonde Trouble" is the final title of the production formerly known as "Good Evening Ladies." Eleanore Whitney, Johnny Downs, Lynne Overman and Terry Walker are featured.

Arlen. The picture indeed is loads of fun.

Blonde Trouble is a simple saga of the trials and tribulations of a young song writer trying to get along in a big city. Johnny Downs is the musician, and his tribulations are his love affair with Eleanore Whitney and his affair (without love) with Terry Walker.

Easy Living was skipped in last month's reviews, but since you have seen it by now you know that it's swell fun, with side-splitting performances by Edward Arnold, Jean Arthur and Ray Milland.

Wild Money is also wild fun, with rollicking performances turned in by Edward Everett Horton, Louise Campbell and Lynne Overman.

And now a few words in review of the foregoing. With an economy of words necessitated solely by space limitations we have intimated that great—really and definitely great—pictures are on their way to you. They are part of the promise of yesterday being fulfilled in generous fashion. But they are only part: the rest of the story is coming along in the form of a thrilling *Ebb Tide*, a delicious slab of Lubitsch impishness known as *Angel*, a sea saga from the deMille megaphone known as *Buccaneer*, a fine epic from Frank Lloyd tentatively called *Wells-Fargo*—and a batch of other great ones.

Truly our days of greatness in the realm of film production are with us again!



JOHN BARRYMORE, CHARACTER ACTOR SUPREME

One of the greatest character actors of them all is John Barrymore. Here he is, at right, in one of the disguises he is compelled to assume in "Bulldog Drummond Comes Back." This newest of Paramount's Bulldog Drummond series has John Howard as Drummond and Louise Campbell, Reginald Denny and E. E. Clive in the cast.



BRUNETTE AND BLONDE

Eleanore Whitney, left, and Terry Walker, the heart interest and heart menace, respectively, in "Blonde Trouble," fraternize off screen.

Paramount Production Personalities Travel

Boris Morros, the genial head of Paramount's music department in Hollywood, is now en route to France, with visits to Russia, Austria, Hungary and England scheduled.

Rouben Mamoulian, the great job of making "High, Wide and Handsome" completed, sails for Europe on board the "Normandie," on August 4. He plans to spend at least two months abroad.

Karen Morley, leading lady under contract to Emanuel Cohen, and next to be seen in "On Such A Night," has sailed for Europe with her husband, Charles Vidor, whose most recent directorial job was "She's No Lady," for B. P. Schulberg.

Georges Rigaud, shown with Marlene Dietrich on this page, and scheduled as her leading man in "French Without Tears," left for Hollywood on July 27th following a New York City cocktail party in his honor.

Oscar Homolka, his role in "Ebb Tide" completed, sailed for London last Thursday to make a picture under an old commitment. That out of the way, he will return to Paramount in October for one of the chief roles in the Technicolor production, "Beau Geste."

COLORFUL LENS HONOR FOR CECIL B. DeMILLE

Cecil B. DeMille is the most photographed personality of all time.

Budgeting DeMille's next picture, "Buccaneer," Harry Cottrell, head of the Paramount still department, discovered that the producer-director has been photographed at least 40,000 times and that more than 30 million photographs of him have been distributed to newspapers, theatres and individuals.

The advantage DeMille has over competition in this field is that he has been a leader in the film industry, and a vigorously publicized one, for 25 years, while the average professional life of a star in the top brackets is only about five years.

Carole Lombard, who has been posing for stills for 12 years and is perhaps the most photographed star in Hollywood, has faced the camera only about half as many times as DeMille.

During the making of "Buccaneer" about 1,000 still photographs will be taken, with DeMille appearing in at least 250 of them. About 30,000 prints from the original 1,000 negatives will be distributed from Hollywood and 400,000 will go out from Paramount's New York headquarters.

DeMille is photographed on the set, in his office, and every time he leaves Hollywood by train or plane. If he stops for a few moments enroute newspaper photographers usually are on hand. He is photographed again on his return to Hollywood, at nightclubs, previews, theatres, and rehearsing his weekly radio program, during it and afterward.

And yet DeMille is not a good camera subject.

"He's a much handsomer man," says Cottrell, "than any camera can make him look."



MARLENE AND HER MOVIE MEN

With this study centering around Georges Rigaud, Paramount's new menace to the female hearts of the world, we present above Marlene Dietrich with three of the men who have scored great successes in her pictures, and Mr. Rigaud, who may be the greatest of them all. At top right is Herbert Marshall, who was Miss Dietrich's leading man in "Blonde Venus" and one of her leading men in "Angel." At the lower right is Melvyn Douglas, the other leading man in "Angel." At the lower left is Gary Cooper, who was Marlene's heart interest in her two most proven successes, "Morocco" and "Desire."

JASPER D. RAPOPORT STAGED GRAND ZUKOR CONTEST

Although the event is being fully reported in the current issue of "Mensajero Paramount," we cannot overlook this opportunity of complimenting Jasper D. Rapoport, manager of Cuba, for the truly wonderful exhibitor contest he staged from January to June of this year in honor of Adolph Zukor's Silver Jubilee. It was easily the most spirited exhibitor contest Cuba has ever seen, and produced not only fine results for Paramount, but lasting prestige results for all participating exhibitors.

TITLED BRITISHER BECOMES A PARAMOUNT PLAYER



The handsome young man almost entirely surrounded by feminine loveliness is none other than the Earl of Warwick, who entered the Hollywood acting ranks several months ago under the name of Michael Brooke and has just been signed by Paramount as a featured player. In the event you are interested in the female lovelies, they are usherettes in Melville A. Shauer's production, "This Way Please."

CASTINGS

Charles Bickford has been tabbed for another of his fine 'menace' roles in "Arizona Ames," Paramount's current exciting Western.

Stella Ardler, Emanuel Cohen's new star, has been given the leading feminine role in "Love On Toast," which Paramount will release. John Payne is leading man and Grant Richards is also a prominent member of the cast.

Florence George, Chicago Opera coloratura, has been signed to a long term contract by Paramount. She is esteemed the best bet to come to light for that important role in "The Vagabond King." This vibrant musical will get into production just as soon as it can be adequately cast.

Harold Lloyd will rush "Professor Beware" into production very shortly. When completed, it will be Lloyd's first picture since his last one, "The Milky Way." Veterans of the organization will remember that one, in which Lloyd portrayed a young boxer. Time has marched on, and now Lloyd is to be a professor in his next picture.

"Spawn of the North" is actually under way. A camera crew left for Alaska recently and will film a lot of location shots in advance of the arrival of the actors. Henry Hathaway is the director, and the cast will be headed by Gail Patrick and Ray Milland.



HOMOLKA'S DEBUT

The nautical man with the slit eyes is Oscar Homolka, superb European actor, who is making his bow to American cinema technique in Paramount's technicolor production, "Ebb Tide." He is shown here with the actual skipper of the ship used in the picture, Captain Charles Arey. This grizzled sea dog was given a strange order from the director of the film when he was instructed to "keep his sails full of wind and at the same time hold his ship on a course that would keep ample sunlight on the portion of the deck where the camera was employed." We are informed that this gentleman was equal to the occasion, and that the resulting action has resulted in the most impressive technicolor drama of the sea that the screen has ever known.

Paramount's Lovely Ladies

Here they are, Paramount's Queens of Personality, Pulchritude and Protean Perfection—Lovely Ladies who are contributing a wealth of Charm and Comeliness to Paramount's Greatest Season of Film Entertainment.

Marlene Dietrich has already completed "Angel" under Ernst Lubitsch's direction, and when she returns from Europe she will make "French Without Tears." **Claudette Colbert** recently presented you with "I Met Him in Paris," and as soon as Mr. Lubitsch is ready she will take direction from him in "Bluebeard's Eighth Wife." **Franciska Gaal** will make her Paramount debut in Cecil B. deMille's "Buccaneer," now before the cameras. **Carole Lombard's** most recent film for us was "Swing High, Swing Low," and she'll be back for "True Confession" about the time this story appears. **Gladys Swarthout**, back from enjoying Paramount's European hospitality, will next make "The Yellow Nightingale." **Ida Lupino** has given a grand performance in "Artists and Models," and will next make "Argentine Love." **Dorothy Lamour**, whose popularity grows apace with the world's appreciation of "The Jungle Princess," is currently in "High, Wide and Handsome" and will next go to "Argentine Love," then "Her Jungle Love." **Betty Grable** gives a fine account of herself in "This Way, Please," and will next be seen in "Summer Romance." **Olympe Bradna** does a sensational piece of work in "Souls at Sea" and will surely go on to new triumphs. **Frances Dee** likewise scores a great success in "Souls at Sea" and steps from that accomplishment to the lead in "Wells Fargo." **Frances Farmer** tops her fine work in "Exclusive" with a sparkling performance in "Ebb Tide" and will go on from that to even finer work. **Mary Carlisle** has a fine performance forthcoming in "Double or Nothing." **Eleanore Whitney** will next be seen in "Blonde Trouble," and then in "Summer Romance."



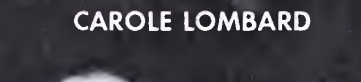
MARLENE DIETRICH



CLAUDETTE COLBERT



FRANCISKA GAAL



CAROLE LOMBARD



BETTY GRABLE



DOROTHY LAMOUR



OLYMPÉ BRADNA



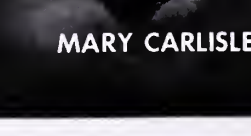
FRANCES FARMER



MARY CARLISLE



ELEANORE WHITNEY



FRANCES DEE



IDA LUPINO



GLADYS SWARTHOUT

SOUVENIRS OF BERLIN KAMERADSCHAFTS-ABEND

We have received from Publicity Director D. W. Domning of Berlin a couple of souvenir menus from the recent Good Will Party held on the occasion of District Manager Andre Olsen's convention.

These cards are symbolical not only of the pleasantness of the occasion, but also of the fact that a good time gastronomically was had by all.

MISS M. DIETRICH

To some this movie queen
Is "glamorous MARLENE,"
While others won't refrain
From calling her "MARLENE"
And scorn the bumble twenny
Who dotes on "that MAR-
LENE"—
But how these fans must pain
er,
For they don't know "MAR-
LENE"!

(With 'Paragram's' acknowl-
edgments to London 'Punch').



MEETING CO-WORKERS

Andre Olsen, recently appointed general manager for Germany and Central Europe, is making a thorough job of inspecting his many-phased territory and getting to know each and every one of his associates at first hand. Recently he was in Prague, Czecho-Slovakia, and we have pictured him above as he was greeted by Rudolf Jelinek, district manager for Czecho-Slovakia and Poland. The sign at the top left, for the benefit of the uninitiated, is the Paramount Trade Mark.

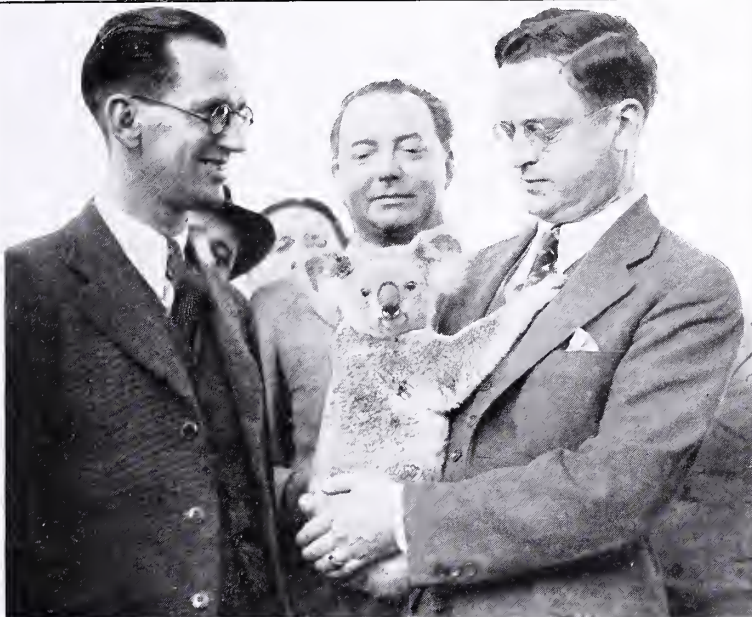
HOUSE ORGAN NOTES

The June issue of London's *Paragram* is the cheeriest and most informative concerning staff members, that we have seen to date. As a publication it is certainly fulfilling its house organ purpose perfectly.

Los Gauchos of Argentina-Uruguay, issue of April-May, is likewise one of the chattiest and newsiest numbers in the long and successful life of this grand South American publication. Much of the particular issue is devoted to the celebration of Mr. Zukor's Silver Jubilee, but there is also profuse news concerning progressive

(Continued in last column)

PERSONAL ITEMS



HARRY HUNTER MEETS THE TRUEST AUSSIE

Every American has longed to meet a real living Australian teddy-bear, or koala, and Harry Hunter, Managing Director of the Australian and New Zealand organization, achieved this distinction during a recent visit to Brisbane. The bear is recognizable as the one looking like a bear. At the left is Ernie Pelling, manager of the Wintergarden Theatre, and in the background is Marshall Palmer, one-time famous Australian baritone, now a successful exhibitor.

CATALOGUES OF FINE PRODUCT

A very swell four-colour job of announcing the forthcoming Paramount product has been done by our London publicity and advertising staff, and the resultant book has been received with the utmost cordiality by British exhibitors. The book bears the cover caption of "It Pays to Play Paramount!" a slogan which has come to mean a tremendous lot in British exhibition circles as a simple statement of faith and truth.

Another fine product book has come from Warsaw, Poland, where perfect use of black and white has resulted in what can in all veracity be termed a colorful announcement. Not only are features announced by the Polish head office, but shorts as well. And there is also a page given over to announcing such re-issued features as "The Love Parade," "Morocco" and "Dishonored."



PARAMOUNT POPULAR IN ETHIOPIA

Here's one camera result from Cesare Aboaf's recent business survey of Ethiopia. It's the exterior of the Cinema Giardino at Adi-Ugri, Abyssinia, and the District Manager of Northern Italy, whose headquarters are at Milan, points out with pride the fact that this remote house was celebrating Paramount's Silver Jubilee for Adolph Zukor. The supporting feature was Maurice Chevalier's "A Bedtime Story."

CARL P. YORK'S FAMOUS FIFTIETH ANNIVERSARY



containing affectionate expressions from every Paramourteer in his Division.

HOUSE ORGAN COMMENTS (Cont.)

Paramount business throughout Argentina, Uruguay and Paraguay, an eloquent review of the International Contest, a parade of the new Paramount product, and a very newsy page about doings in all Paramount offices throughout the territory.

Paramountov glasnik of Zagreb, Jugo-Slavia, in the issue of June 5, indicates that Mr. M. F. Jordan's territory is going to realize the utmost in distribution with Marlene Dietrich's "Angel," Cecil B. deMille's "Buccancer" and "The Last Train From Madrid." This sprightly publication believes in the eloquence of illustrations, not the least of which is the prominently used symbol known as the Paramount Trade Mark.

The June 16th issue of Australia's *Paramount Sales Punch* 1937 came to hand just before press time. Its cover is adorned with a picture of Managing Director Harry Hunter which we have used elsewhere on this page. It contains also a lot of punchful news about the contest being conducted by General Sales Manager William Hurworth in behalf of the Managing Director's Paramount Week Trophy.

London's *Paramount Service* for June 26 is just another reason why the Bulldog Division is turning in such steadily inspiring business. This issue is an irresistible inducement to any exhibitor in the British Isles to drop all other considerations and give as much playing time as humanly possible to Paramount product.

Number Seven of Holland's *Paramount Koevier* is to hand, and again we are happily compelled to attest to the growing quality of this fine magazine. The newest issue features Marlene Dietrich, Warren William and a fine article about the activities of Gladys Swarthout in Paris.

Then there is the June issue of *Paramount em Accao*, the true voice of Brazil, and the one item given the full power of that voice is the text of a long cable sent by General Manager John L. Day from New York, following his return from the vitally important convention in Los Angeles. We also find big editorial space given to the standings of the Brazilian exchanges in the local contest, as of the first week in June. Then the exchanges were listed in the following order: Bello Horizonte, Ribeirão Preto, Cruzeiro, Rio de Janeiro, Recife, Botacatu, Porto Alegre, São Paulo, Curitiba.

Australia's *Paramount Sales Punch* for June 2 featured the great race being run for the Paramount Week Trophy. The present holder is Bert Kelly, Melbourne manager, and his defiant telegram to the field was the issue's front page story. Featured on other pages were Hermann E. Flynn's appointment as manager of the consolidated advertising, publicity and exploitation departments, the outline of a fine campaign being built up for "Make Way For Tomorrow," and a most illuminating outline of the fine assortment of box-office ingredients which constitute the property we all know as "Paramount Star Power."

A formidable contender for honorable mention this month is India's *Paramount Service*. The June and July issues of this completely captivating film publication are major reasons for contentment among the exhibitors of India these days, and the editorial staff of *Service* can feel entitled to a lot of plaudits for a swell job.

AN "EXCLUSIVE" TIP

Paramount's production of "Exclusive," in which Fred MacMurray, Frances Farmer and Charlie Ruggles are featured, is a thunderingly fine melodrama in which the newspaper profession is treated in the most complimentary fashion possible.

When Division Manager A. L. Pratchett saw it in Home Office recently his first flash was that he would have it shown to the press in each of his territories even in advance of its being screened for exhibitors. Thus the press would be complimented in two-fold fashion, first by the nature of the picture itself, secondly by the fact of their being permitted to have an 'exclusive' first look at the picture.

The idea is well worth your further consideration for local application.

USEFUL EXPLOITATION SLANTS FOR "MAKE WAY FOR TOMORROW"

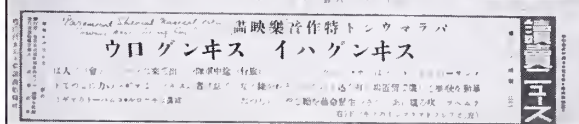
Because this picture's ennobling theme deals with the problems confronting loveable people in the twilight of life, the film commends itself to the attention of life insurance companies throughout the world. Very effective tie-ups can be made with the more progressive of these companies, for they are great believers in advertising and publicity and will most willingly tie in with the picture.

In Australia, where the government is planning to introduce national insurance, it is highly probable that the official slogan for the campaign will be the picture's title, "Make Way For Tomorrow."

Another method in which to "Make Way For Tomorrow" is to win Paramount's International Contest.

SELLING THE WORLD THROUGH

EXPLOITATION



scene is desired), and captioned in such a way as to indicate that the scene itself is a news flash. We have illustrated one from "Swing High, Swing Low." The photo measures 18 inches by 12. A total of 50,000 of these are made each week by the Yomiuri newspaper, which distributes them and gives credit to Paramount News in the caption's text.

FINE JAPANESE EXPLOITATION STUNTS

Over in Tokyo, where the people who make the vast throngs of passersby are avid for picture news, Paramount's exploitation staff has devised a fine interest-snatcher. It consists of enlargements of the regular sized newspaper stills (often times made from the film's negative

INDIA'S CAMPAIGN ON "AND SUDDEN DEATH" A WHIZ

This must be at least the sixth complimentary mention we have given to the exploitation punch that our organization in India has packed behind the melodramatic picture, "And Sudden Death." And we are happy that we have been called upon to repeat these mentions because the campaign that Managers Frank Kennebeck and S. Ganguli have devised for this picture is a magnificent example of tenacity of purpose.

The newest twist to the campaign is a special four-page supplement to "The Sunday Standard" of Bombay, the entire supplement being given over to articles on safety, co-operative advertisements, theatre announcements—all of them tied right in with the Paramount production "And Sudden Death."

MAGNIFICENT DECORATIONS FOR BRITISH CORONATION

We have received from London a set of coloured photographs showing the magnificent scheme of decoration carried out throughout England and Scotland, on the occasion of the Coronation of Their Britannic Majesties, by the Paramount branch offices and theatres. This magnificent gesture typified the deep vein of loyal sentiment inherent in every British Paramounteer where the Royal Family of the British Commonwealth of Nations is concerned.

FINE BOOKLET FOR "HOPALONG CASSIDY"

The London Publicity Department has come to light with a fine and informative Hopalong Cassidy booklet entitled "Packin' 'Em in with Westerns." The publication is designed to prove to exhibitors throughout Great Britain that the Western picture of the Paramount pattern is a decided money-maker. The brochure represents clever and colourful work and is a tribute to all who had a hand in its creation.

CLEVER BUENOS AIRES ADVERTISING

Managing Director John B. Nathan has sent us from Argentina a double spread from the *Buenos Aires Herald* of May 6th showing how two quarter-page advertisements on "The Plainsman" absolutely dominated the double spread. The two ads adjoin each other at the bottom of the pages, and thus one-quarter of the space entirely dominates both pages. This is most ingenious work and reflects the highest credit on the advertising and publicity staff of the Buenos Aires organization.



FOUR PHASES OF A FINE EXPLOITATION CAMPAIGN FOR "WAIKIKI WEDDING"

Leaving no coconut unturned in an effort to make every picturegoer in Sydney, Australia thoroughly "Waikiki Wedding"-conscious, Exploitation Representative Harold Pike arranged a succession of remarkably fine window tie-ups for the picture, of which four are illustrated above. One is a link with the Australian Gaslight Company, a second ties in with the jewelry firm of Angus and Coote, a third is with the noted department store, The Hub; and the fourth is in the window of a celebrated night club, The Trocadero. All displays of course had scenes from the picture and announced the fact that the film was being presented at the Prince Edward Theatre.

VINCITORI DELLA GARA

I risultati della nostra gara al 30 Giugno sono annunciati in questo numero. Ci fa piacere di rilevare che Mr. J. A. Groves, come direttore del Paese vincitore, (Stretti-Giava), vince il primo premio, mentre Mr. Louis Foldes, direttore della filiale vittoriosa in quel Paese, vince il primo premio supplementare. I due secondi premi vanno a Mr. Carl P. York, come direttore della Paramount in Svezia e a Mr. Paul Sandberg, suo vicedirettore a Stoccolma. I due terzi premi vanno a Mr. Americo Aboaf, come direttore della Paramount in Italia e a Mr. Pio Pandolfi Alberici, come direttore della filiale vittoriosa in Roma.

E' pure nostro piacere presentare in questo numero le prove inconfutabili della grandiosità di "Alto, Grosso e Bello" (High, Wide and Handsome), la maestosa cinematografia, che ebbe la sua premiere mondiale all'Astor Theatre in New York City la sera del 21 Luglio. Una impressionante udienza diede la sua fragorosa approvazione e il giorno seguente i critici dei più importanti giornali della Nazione fecero eco al coro degli elogi con recensioni, i cui stralci sono riprodotti altrove in questo numero.

Il coraggio dei membri della Paramount in Spagna ispira i nostri animi. Abbiamo in questo numero le prove fotografiche e scritte di tale coraggio. Tali documenti sono già stati esaminati dagli alti dirigenti della Compagnia prima di essere pubblicati e tutti convengono che i membri della Paramount in Spagna scrivono una pagina veramente epica negli annali della nostra Compagnia.

A brevissimo intervallo da "Alto, Grosso e Bello" sta per essere offerto al pubblico "Anime sul Mare" (Souls at Sea) e "Angelo" (Angel). Ricordate perciò che la vostra instancabile energia e il vostro zelo debbono essere pronti non solo per la cinematografia di Irene Dunne e Randolph Scott, ma anche per l'epica di Gary Cooper e George Raft e per lo scintillante drama di Ernst Lubitsch, che ha per stella Marlene Dietrich.

Georges Rigaud, il nuovo primo attore, che arrivo' a New York il 2 Luglio e che sarà compagno a Marlene Dietrich in "Francesca senza lacrime" (French without Tears), destò una magnifica impressione fra i critici cinematografici, che lo conobbero al ricevimento speciale. Sembra proprio che abbiamo qui una delle sensazioni del secolo.

A dimostrare la potenza di "Vite di un Lanciere del Bengala" sta il fatto che viene nuovamente proiettato in Broadway, dove e' girato per un periodo indefinito al Criterion Theatre di New York City.

SIEGER DES HALBEN JAHRES UND ANDERE NEUIGKEITEN

In dieser Ausgabe finden Sie die Resultate des am 30. Juni zum Abschluss gelangten halbjährlichen Wettbewerbes. Es ist uns eine grosse Freude Ihnen den Preisträger des gewinnenden Landes, Herrn Direktor J. A. Groves (Straits-Java) und den Preisträger der besten Filiale, Herrn Louis Foldes, aufzugeben. Den zweiten Preis erhielten die Herren Carl P. York, Direktor für Schweden, und Paul Sandberg, sein Assistent in Stockholm. Zwei dritte Preise wurden Herrn Americo Aboaf, Direktor für Italien, und Herrn Pio Pandolfi



GONDOLAS ARE NOW THE VOGUE IN VENICE

After hundreds of years of being forced to swim across the canals, carrying trunks, pianos and wardrobes on their heads, the Venetians have recently introduced the gondola as a mode of transport. Gladys Swarthout, Paramount star, and her husband, Frank Chapman, are here shown inaugurating the gondola service from the railroad station to the Grand Hotel. Without this gondola available, imagine Miss Swarthout having to swim with all of those suitcases balanced on top of her beautiful head.

Alberici, dem Filialleiter für Rom, zugeschrieben.

Wir haben in dieser Ausgabe zum 1. Mal seit langer Zeit tatsächlich nur erfreuliche Sachen zu berichten. Da ist "High, Wide and Handsome," der fabelhafte Paramount Grossfilm, welcher seine Weltpremiere am 21. Juli im Astor Theatre, New York City, erlebte. Ein cindrucksvolles Premierenpublikum überschüttete den Film mit Beifall und der folgende Tag brachte in den führenden amerikanischen Zeitungen ein Echo des Premierenabends, wie er einem Film selten beschieden wurde. In einem anderen Teil dieser Ausgabe finden Sie einen Auszug der Pressestimmen.

Der Mut unserer spanischen Paramountler ist einfach erschütternd. In einem anderen Teil können Sie in Wort und Bild Proben von den Taten unserer spanischen Kollegen sehen. Die Leiter unserer Firma sind von dem Mut und der Tatkraft unserer spanischen Paramountler ausgiebig unterrichtet worden und alle sind sich darüber klar, dass Paramountler für ihre Firma in Spanien Geschichte machen.

Auf den Fersen von "High, Wide and Handsome" folgen "Souls at Sea" und "Angel." Vergessen Sie nicht, dass Ihre ganze aufgespeicherte Energie nicht nur auf den Irene Dunne-Randolph Scott Film vorberichtet sein muss, sondern auch auf den Gary Cooper-George Raft Grossfilm und Ernst Lubitsch's glänzende Komödie mit Marlene Dietrich in der Starrolle.

Marlene Dietrich's neuer Partner in "French Without Tears," Georges Rigaud, ist am 22. Juli in New York angekommen, und hat auf alle Pressevertreter, die anlässlich eines Sonderinterviews versammelt waren, grossen Eindruck gemacht. Es sieht so aus, als ob wir mit Georges Rigaud einen guten Fang getan haben.

Ein treffender Beweis für die Beliebtheit von "Bengal Lancer" ist die Tatsache, dass er auf allgemeinen Wunsch seine Auferstehung am Broadway erlebt hat und auf unbestimmte Zeit im Programm des Criterion Theaters in New York verbleiben wird.

O VENCEDOR DO CONCURSO E OUTRAS NOTICIAS

O resultado da metade do nosso Concurso, segundo a apuração feita a 30 de Junho, vem expresso neste numero. Temos o prazer de repetir aqui que a Mr. J. A. Groves, gerente territorial (Estabelecimento de Malacca e Java), coube o primeiro premio, e a Mr. Louis Foldes, gerente da principal agencia de territorio, o premio suplementar ao primeiro. Os segundos premio couberam a Mr. Carl P. York, gerente da agencia da Suecia, e Mr. Paul Sandberg, seu assistente na gerencia de Stoccolmo. Os terceiros premios foram conquistados pelo Sr. America Aboaf, gerente geral na Italia, e pelo Sr. Pio Pandolfi Alberici, gerente da mais importante filial italiana, que é a de Roma.

—Temos tambem grande prazer em anunciar o grande exito obtido pelo filme "High, Wide and Handsome," que foi festivamente recebido na sua estreia, no Theatro Astor, de Nova York, na noite de 21 de Julho. Grande multidão apreciou entusiasticamente essa bella producção, enquanto a imprensa, na manhã seguinte, tecia-lhe os mais vibrantes elogios, como os interessados poderão ver em outra secção desta revista.

—Segundo se vê das gravuras que publicamos, a coragem e destimidez dos paramountezes de Espanha merecem toda a nossa admiração. Essas photographias, que passaram pelas mãos dos altos directores da Companhia, antes de serem publicadas, deixaram em todos nós a certeza de que os paramountezes espanhóis erigem para si um verdadeiro marco de gloria e merecem por isso a nossa admiração.

—Seguindo-se ao exito obtido pelo filme "High, Wide and Handsome" virão os de "Souls at Sea" e "Angel." É importante que cada um dos nossos amigos no estrangeiro evide toda a sua energia na propaganda não só do filme de Irene Dunne-Randolph Scott, como tambem na do super-filme de Gary Cooper-George Raft, e, ainda, na da producção de Ernst Lubitsch que tem a linda Marlene Dietrich como protagonista.

—A nova producção de Cecil B. de

Mille, "O Bucanciro," já se encontra em filmção. Nós, que lêmos o argumento do filme, podmos desde já afirmar que essa obra ha de sobrepassar na tela o esboço que dela em pessoa nos delinheu Mr. De Mille durante o ultimo congresso da Paramount em Los Angeles.

—Georges Rigaud, que chegou a Nova York a 22 de Julho e será o proximo galan de Marlene Dietrich em "French Without Tears," deu esplendida impressão aos escriptores de cinema, que o conheceram numa entrevista especialmente arranjada.

—Como prova de grande popularidade do filme, "Lanceiros da India," Nova York assistiu ultimamente á sua reprise no cine-theatro Criterion, na Broadway, onde a estupenda producção ainda continua a attrahir grande numero de espectadores.

GAGNANTS DU SEMESTRE AUTRES NOUVELLES

Les résultats du Concours à la fin du premier semestre (30 juin) sont annoncés dans ce numéro. Nous notons avec plaisir que M. J. A. Groves, comme directeur de la région victorieuse (Detroit-Java), g'gne le premier prix, tandis que M. Louis Foldes, gérant de la succursale en tête dans cette région, obtient le premier prix supplémentaire. Les deux seconds prix sont décernés à M. Carl P. York comme directeur pour la Suède, et M. Paul Sandberg, son gérant à Stockholm. Les deux troisièmes prix sont enlevés par M. Americo Aboaf, directeur pour l'Italie, et M. Pie Pandolfi, gérant de la succursale en tête de liste, à Rome.

C'est avec satisfaction que nous présentons également dans ce numéro les preuves indiscutables de la grandeur de "High, Wide and Handsome," le majestueux film qui eut sa premiere mondiale à l'Astor Theatre à New York dans la soirée du 21 juillet. Des tonnerres d'applaudissements émis par un impressionnant auditoire approuvèrent le film, et le lendemain les critiques dramatiques des grands journaux du pays dans leurs compte-rendus se firent l'écho des louanges exprimées la veille. Vous trouverez des extraits de compte-rendus dans ce numéro.

Le courage déployé par les Paramountais en Espagne est d'un exemple inspirateur. Nous avons dans ces pages des preuves à la fois photographiques et narratives de ce courage. Ces documents, avant d'être imprimés, ont été présentés à la haute direction de la Compagnie qui n'a pas hésité à déclarer que les Paramountais d'Espagne écrivent une page épique dans les annales de notre compagnie.

Immédiatement à la suite de "High, Wide and Handsome" viennent "Souls at Sea" et "Angel." En conséquence, souvenez-vous que votre énergie inépuisable et votre zèle doivent s'objectiver non seulement sur les films Irene Dunne-Randolph Scott, mais également sur l'épique Gary Cooper-George Raft, et la brillante comédie dramatique d'Ernst Lubitsch dont Marlene Dietrich est l'étoile.

Georges Rigaud, la nouvelle vedette qui est arrivée à New York le 2 juillet, et qui sera le partenaire de Marlene Dietrich dans "French Without Tears," a fait une impression extrêmement favorable sur les écrivains cinématographiques qui ont fait sa connaissance à une réception spéciale. Il semble sûr que nous avons ici une des sensations du siècle.

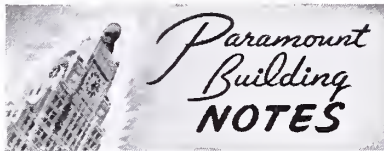
PERSONAL PARAGRAPHS

A. L. Pratchett, leader of 'Los Revolucionarios' who is at present sojourning in New York (where the heat is far more oppressive than anywhere in the tropics), made a hole-in-one on the Briarciffe Golf Links on Sunday, July 18th, in the presence of witnesses of unimpeachable veracity.

Robert Graham, special representative in Australia, has been definitely assigned to the branch in Adelaide, South Australia, as salesman.

Word from Trinidad reveals that Manager Henry Gordon is doing a grand job of work in this newest of all of Paramount's offices.

From Sydney has come a copy of the newest issue of General Sales Manager William Hurworth's "Across the Sales Desk" talks to his men in the field. Bill does not mince words, and in characteristic Australian fashion gives his branch managers, salesmen, bookers and ad salesmen "the works," according to the calibre of their results.



By Ed. Schellhorn

This month we take a peek into room 1004B—the Foreign Title and Service department. Louis Fernandez and Lillian Goldsmith comprise this office. Mr. Fernandez, a Porto Rican by birth, has charge of all the foreign title work—making certain that the superimposing into Spanish and the Portuguese language of our pictures goes forth in good order. It's Louis' job to check all these translations with the title cards and make arrangements for inserts into those languages.

Miss Goldsmith, familiarly called "Gerry" by her many friends, makes certain that all offices are supplied with release dialogue scripts; used for checking against prints, censorship, adaptation to language, etc. Gerry also books all screenings for the foreign department and keeps a complete record of the superimposing process as well as seeing that Spanish and Portuguese title lists are supplied the countries interested.

A. L. Pratchett, manager of Mexico, Cuba and Central America is at the home office for one of his regular visits.

Short shots: Martha Raye wowed 'em in person at the Paramount Theatre during the month. A cocktail party for the press was given between shows one afternoon to give everybody a chance to say "hello."

Randolph Scott dropped in to see the boys and attended the opening of "High, Wide and Handsome" along with a host of other celebrities.

Marlene Dietrich had lens lads busy with their kodaks when she embarked for a European vacation with husband and child. She had plenty of praise for Lubitsch and "Angel."

ECOS DEL CONCURSO Y OTRAS NOTICIAS

—Publicamos los resultados de la primera mitad del Concurso, o sea, hasta el 30 de junio. Nos complace advertir que el señor J. A. Groves recibe el primer premio en su calidad de gerente general de la división vencedora (Java y Establecimientos del Estrecho) y que toca un primer



MEXICO TUMULTUOUSLY ACCLAIMS TITO GUIZAR

Here's one mighty fine reason why we are glad that we have Mexico's own star, Tito Guizar, for "The Big Broadcast of 1938." It is a scene depicting Mexico City's heart-warming reception to Senor Guizar when he arrived recently for the purpose of starring in another Mexican film. Thousands of loyal fans turned out at the railroad station to meet Tito, and they made no secret of their esteem for him.

premio suplementario a don Louis Földes, gerente de la oficina más aventajada de dicha división. Ganaron los dos segundos premios don Carl P. York, gerente general en Suecia, y don Paul Sandberg, gerente en Estocolmo. Correspondieron los dos terceros premios a don Américo Aboaf, gerente general en Italia, y a don Pio Pandolfi Alberici, gerente de la oficina que sobresalió entre todas las italianas, que fué la de Roma.

—Mucho nos complace igualmente poder presentar en este número prueba indiscutible de la grandiosidad de "Alegre y feliz" ("High, Wide and Handsome"), majestuosa producción cuyo estreno mundial se efectuó en el Astor Theatre de Nueva York, el 21 de julio por la noche. Un público impresionante expresó con clamoroso aplauso la opinión que le merecía el film, acerca del cual aparecieron al día siguiente en los principales periódicos norteamericanos críticas laudatorias los puntos salientes de las cuales damos en otro lugar.

—La valentía de los paramontistas de España es algo que se impone a la admiración. Incluimos en este número escritos y fotografías que así lo demuestran. Unos y otras estuvieron en manos de los altos jefes de la Compañía antes de pasar a la imprenta. Y todos concuerdan en que los paramontistas de España están escribiendo una página épica en los anales de la Paramount.

—A continuación de "Alegre y feliz" seguirán "Almas en el mar" ("Souls At Sea") y "Ángel." Téngase, pues, presente que hay que estar apercibidos a desplegar el mayor celo y energía, no solamente en lo que corresponda a la película de Irene Dunne y Randolph Scott, pero asimismo en lo que respecta a la épica película de Gary Cooper y George Raft y a la chisante comedia dramática de Ernst Lubitsch en la cual es protagonista Marlene Dietrich.

—"Bucanero" ("Buccaneer") de Cecil B. de Mille se halla actualmente en preparación. La lectura de su guión cinematográfico nos permite asegurar que este film responderá con creces a lo que tocante a él se oyó de boca de Cecil B. de Mille en el congreso de paramontistas celebrado en Los Angeles.

—Georges Rigaud, nuevo primer actor llegado a Nueva York el 22 de julio, y a quien tocará el principal papel masculino en "Francés sin lágrimas" ("French Without Tears"),

VINNARE AV PRISTAVLINGENS FÖRSTA HALFT OCH ANDRA NYHETER

Resultatet av första hälften av vår pristävling (den 30 juni) tillkännegives i detta nummer. Vi ha nöjet meddela, att J. A. Groves i egenskap av chef i den vinnande sektionen (Straits-Settlement, Java) vinner första pris och att Louis Földes, direktör för det ledande avdelningskontoret inom sektionen erhåller det kompletterande 1:a priset. De två 2:a priserna gå till Carl P. York, direktör i Sverige och Paul Sandberg, dennes biträdande direktör i Stockholm. De två 3:e priserna gå till Américo Aboaf, direktör i Italien och Pio Pandolfi Alberici, direktör för det ledande avdelningskontoret i Italien, Rom.

Vi ha också nöjet att i detta nummer framlägga ovedersägligt bevis på de utomordentliga egenskaperna hos den storartade filmen "High, Wide and Handsome," vilken hade sin världspremiär på Astorteatern i New York kvällen den 21 juli. En synnerligen fulltalig publik skänkte filmen sitt våldsamma bifall, som följande dag gav eko i recensionerna från filmmälarna i landets ledande tidningar, vilka recensioner äro behandlade på annan plats i detta nummer.

Det mod som visats av Paramounts i Spanien verksamma representanter är verkligt inspirerande. Vi kunna i detta nummer framlägga bevis för detta mod i såväl skrift som bild. Detta material har redan granskats av Paramounts verkställande direktörer, innan det publicerats, och man är allmänt överens, att Paramounts representanter i Spanien för närvarande skriva ett nytt blad i bolagets annaler.

Omedelbart efter "High, Wide and Handsome" komma "Souls at Sea" och "Ángel." Kom därför ihåg att Eder outtröttliga energi och nit måste

cuya protagonista es Marlene Dietrich, causó excelente impresión a los escritores cinematográficos que asistieron a la reunión dada para presentarlo. Bien parece que tengamos en Rigaud uno de esos actores que hacen época.

—Indicio cierto de la potencialidad de "Tres Lanceros de Bengala" es que esta película se esté exhibiendo otra vez en Nueva York, en el Criterion Theatre de Broadway, donde permanecerá por tiempo indefinido.

MORE CATALOGUES

Then there's the product book contribution by Hungary, a fine colored book from the presses of Budapest, extolling the merits of the best line-up of films that Paramount has ever had. We can well imagine the glee of the exhibitors of Hungary as they received this book and promptly read it from cover to cover.

Another announcement book in the same category is the catalogue from Zagreb, a silver-covered feast of entertainment that surely was a source of delight to the Jugo-Slavian picture-showers and picture-goers.

DE WINNAARS IN DE EERSTE HELFT VAN HET JAAR

De winnaars van de eerste helft van het loopende concours (30 Juni) zijn in deze editie bekend gemaakt. Het doet ons genoegen dat de Heer J. A. Groves, manager van de Straits Settlements en Java den eersten prijs heeft gewonnen, terwijl de Heer Louis Földes van het grootste bijkantoor in die gewesten, den aanvullenden eersten prijs heeft behaald. De twee tweede prijzen komen aan den Heer Carl P. York, manager van Zweden en den Heer Paul Sandberg, diens assistent, te Stockholm. De twee derde prijzen werden toegewezen aan den Heer Américo Aboaf van de Italiaansche Divisie en den Heer Pio Pandolfi Alberici, directeur van het kantoor, te Rome.

"High, Wide and Handsome" draait sinds 21 Juli in het Astor Theater, te New York en het verheugt ons buitengewoon U in dit nummer bewijzen te kunnen toonen van de belangrijheid van deze film. Het publiek op den openingsavond en de recensenten den volgenden dag waren opgetogen over wat deze rolprent hun bood en de voornaamste recensies zijn elders in dit blad opgenomen.

De moed der Paramounters in Spanje is iets kolossaals. In dit nummer hebben wij eenige bewijzen van dien moed in woord en beeld opgenomen. De directie, die deze bewijzen ter inzage kreeg alvorens het ter perse gaan van dit nummer, is het erover eens, dat de Spaansche Paramounters een lofwaardige bladzijde in de geschiedenis van onze maatschappij schrijven.

"High, Wide and Handsome" wordt op den voet gevolgd door "Souls at Sea" en "Ángel." Reserveer daarom een beetje energie en ijver, niet alleen voor de Irene Dunne-Randolph Scott film, maar ook voor de Gary Cooper-George Raft film, alsmede voor "Ángel" het schitterende blijspel met Marlene Dietrich en geregisseerd door Ernst Lubitsch.

Georges Rigaud, de nieuwe hoofdrolspeler, die 22 Juli in New York voet aan wal zette en tegenover Marlene Dietrich zal spelen in "French Without Tears" maakte een bijzonder sympathieken indruk op de film schrijvers tijdens een speciaal gearrangeerde receptie. Het schijnt, dat wij weer een van de vondsten van de eeuw hebben.

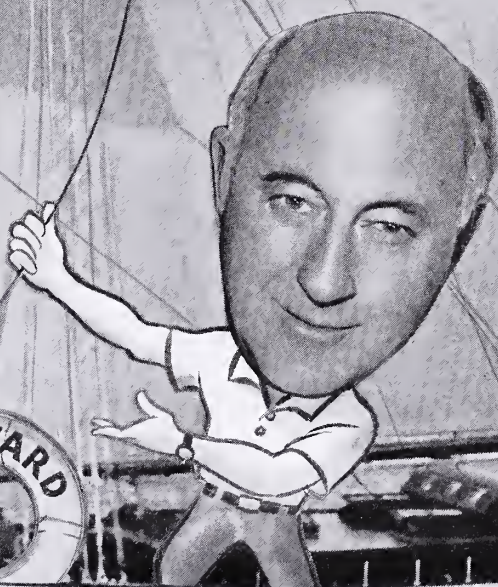
"Lives of a Bengal Lancer" draait voor den tweeden keer en voor onbepaalden tijd in het Criterion Theater, in New York. Wel een bewijs van de groote waarde van deze film.

hållas redo icke bara för Irene Dunne-Randolph Scott-filmen utan också för Gary Cooper-George Raft-filmen samt för Ernst Lubitsch's glittrande dramatiska komedi med Marlene Dietrich i huvudrollen.

COMMODORE
CECIL B. DEMILLE
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PARAMOUNT'S
INTERNATIONAL
NEWS

SEPTEMBER
1937
VOL. 4 No. 9



Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane

Vol. 4

September, 1937

No. 9

SYMPATHY

Our most heartfelt sympathy goes out to the Paramounteers of the Orient who have been suddenly precipitated into the midst of carnage and strife. Even without mention of it here by us we know that there will be many instances of unrecorded heroism on their part, many sacrifices in behalf of the organization of which they are proud to be part and we proud to have them part; and that come what may, they will be loyal through and through. Our prayers are with these Paramounteers of the Far East—as they are also with the Paramounteers of strife-torn Spain—and our sincerest hopes are that all will emerge to be preserved within our ranks for many years to come.

PRODUCT

Ever since that memorable occasion of celebrating Adolph Zukor's Silver Jubilee eight months ago we have been insistent on our own silver clarion call of the coming of great product. Back in January we saw the first mighty stirrings of the new films and we knew then—as you all know now—that the Paramount giant had awakened from what might be termed slumbers and was setting about replacing the Paramount Trade Mark as the emblem of industry supremacy. Well, you no longer need our silver clarion call here. The pictures are speaking for themselves: yet even those doing the speaking are but the forerunners of the real army. Just wait until "Ebb Tide," "Buccaneer," "Angel," "Wells Fargo" and maybe five or six others impinge themselves on your retina and then, by the whiskers of Jean Lafitte's grand uncle—you will have seen something!

WEEK

During September Australia and New Zealand will roll up the greatest amount of Paramount film business that the organization there has ever seen on the books in one month. This isn't mere prophecy: the facts and figures are down on the books already. And how was this done? It was achieved by the simple expedient of amplifying Australia's Paramount Week, usually celebrated the first week in September, into a full Paramount month. More than that, it was done by making the exhibitors voluntary and delighted participants in this Paramount celebration, because the exhibitors have learned through the experience of past Paramount Weeks that Paramount isn't the only winner. They have found, from the facts on their own books, that when they have celebrated Paramount Week they have profited enormously. As a result, every exhibitor in Australia and New Zealand who could possibly take part in the 1937 celebration, is in it heart and soul, realizing to the full that Paramount is really doing something constructive and unselfish, and on a scale which brings the participating exhibitors prestige, popularity—and profit.

INTERNATIONAL

Just before leaving Hollywood on his current trip to Europe Mr. Zukor took occasion to point out to the press of the world the fact that Paramount is making the greatest effort of any company to give the world the finest array of international talent. In addition to Marlene Dietrich the company now has on its roster Franciska Gaal, who will most likely be acclaimed a world sensation when deMille's "The Buccaneer" is re-

leased; Oscar Homolka, who has done a notable job in "Ebb Tide" and will return from Europe for further work; Olympe Bradna, the delicious French handfoul who emerges as star material in "Souls at Sea"; Georges Rigaud from Argentina and France, Isa Miranda from Italy and Sandra Storme from England, all of whom will be seen very shortly; and in addition, Emanuel Cohen will offer Beatrice Lillie as a co-star with Bing Crosby in that star's next picture. What is more, all of these international luminaries will appear in subjects of international appeal.

ACKNOWLEDGMENT

In this issue we pay tribute to London's "Paragram" in the rather old fashion way of reprinting several items which appeared in its most recent number, that of July. These items will be found scattered throughout our pages and in their own fashion are eloquent testimony to the excellence of the editorial content of the Bulldog Division's printed mouthpiece.

SIGNAL

The fact that there are a great many yachtsmen, both actual and potential, within the ranks of Paramount's international legion, has precluded our identifying the actual flags of the international code of signals used on this month's cover. However, when we tell you that the first flag is a B, the second is an U, the third a C, the fourth what is known as FIRST SUBSTITUTE, the fifth an A, the sixth an N, the seventh an E, the eighth the SECOND SUBSTITUTE, and the ninth an R, we think that you will be pretty foggy if you don't guess what the message is, especially since Commodore Cecil B. deMille is on the hoisting end of the halliards.

PROOF

Across the page is our contention that Paramount is delivering the product in a majestic substantiation of the studio's pledge of a year ago that our Company would produce the greatest films in the history of the industry. Now has come a letter from Earl St. John in London, wherein the general manager of Paramount's British theatres offers modest proof that already the new product is chalking up terrific successes. At the time of his writing "I Met Him in Paris" was vacating the Carlton Theatre after 13 powerful weeks of success. Its place was being taken by "Easy Living," fresh from a terrific fortnight at the Plaza, and due to remain indefinitely at the Carlton. The Plaza's screen in turn was occupied by "High, Wide and Handsome," which opened a wonderful season on August 19th, and is still rolling up giant grosses.

GRAND NEWS ON ANYBODY'S DESK!



shows Georges Rigaud, Paramount's new leading man, being welcomed at in Los Angeles by a bevy of beauties.

If we were a newspaper or magazine editor and had a batch of new pictures like these ones planked down on our desk we'd know beyond all doubt that Paramount is leading again. Taking these pictures in an arc from left to right they show: Beatrice Lillie signing a contract with Emanuel Cohen, while Director Frank Tuttle looks on; Anna May Wong, whose new Paramount picture, "Across the River" starts this month; Director Frank Lloyd directing the sea scenes in "Wells Fargo." The fourth picture

Paramount MATCHES THE FAITH OF THE WORLD...



LONG months ago, in what can best be termed a cinema crisis of major importance, Mr. Neil Agnew and Mr. John W. Hicks, Jr., acting in concert for the Paramount sales forces throughout the world, encountered, in response to their petitions to Mr. Barney Balaban, Mr. Adolph Zukor and Mr. Stanton Griffis, the pledge that long before this year of 1937 was ended they would be confronted with such wealth of Paramount product, of assured world appeal, as this Company has ever known. Both the petition and the resulting pledge belonged with the historic climaxes in the life of this enduring Company of ours, and just as surely the realization of the pledge belongs there.

AND why? Well, look you to "Souls At Sea," to "High, Wide and Handsome" with its London seal of approval already deeply registered; to "Angel," finest of all Dietrich performances, topper of all Lubitsch creations; look you to the forthcoming "Ebb Tide," to the definitely assured greatness of Frank Lloyd's "Wells Fargo," and to Cecil B. deMille's dynamic and mighty production, "The Buccaneer."

ALL of these were plans on paper less than a year ago. But they were not plans that frittered and sputtered and were gone. They came to life: to glorious, pulsing life. You can see them, you can feel them on celluloid, you can read about them in the annals of great achievements. And by the same token such planned undertakings as "Men With Wings," "Rulers of the Sea," "Bluebeard's Eighth Wife," "The Yellow Nightingale," "French Without Tears"—these also are not mere plans on paper, or nebulous ideas in a studio's scheme of things, but actual symbols of Tomorrow's Greatness.

PARAMOUNT'S high executives made a supreme pledge to the entire world-wide organization, and by all that's holy in a pledge they are keeping it a thousandfold.

"SOULS" A THRILL ON BROADWAY • "HANDSOME" HAS BRILLIANT LONDON PREMIERE



PARAMOUNT'S BROADWAY. Here is the West side of Broadway New York City, stretching from 45th Street to midway between 46th and 47th, and showing the Astor Theatre with "High, Wide and Handsome" and the Globe Theatre with "Souls At Sea." At the same time, a block to the South, the Paramount was attracting tens of thousands with "Artists and Models," while directly across Times Square the Criterion was also a Paramount house with "Blonde Trouble." That certainly indicates that the good old Paramount times are back again.

PARAMOUNT'S CAPTURE OF BROADWAY, A SYMBOL OF RESTORED SUPREMACY, INSPIRED A GRAND CABLE FROM MR. HICKS

August on Broadway, as shown above, was indeed Paramount's month of triumph. In four great theatres in as many blocks Paramount Pictures were the throng-attracting features. It was a symbol that cried aloud to be broadcast to the world. The following cable from Mr. Hicks did this very thing:

PREMIERE "SOULS" BRILLIANTLY ACCLAIMED GLOBE THEATRE LAST NIGHT. PICTURE A SMASH HIT SET FOR EXTENDED RUN. WITH "HIGH WIDE" ASTOR TRIUMPH, "ARTISTS MODELS" SHATTERING PARAMOUNT THEATRE RECORDS AND "BLONDE TROUBLE" A CRITERION HIT PARAMOUNT DEFINITELY ASSUMES INDUSTRY LEADERSHIP. REGARDS.

First of the flashing responses to this message came from Tom D. Cochran, who had this to say:

YOUR INSPIRING CABLE GENERATES GOOSE PIMPLES IN ANTICIPATION OF RECEIVING SOMETHING INDICATIVE OF INDUSTRY SUPREMACY. TROUSERS SEATS IN SHREDS AWAITING PRODUCT FOR WHICH WE HAVE PREPARED BEST RELEASING POSSIBILITIES.

"HIGH, WIDE AND HANDSOME" SCORES TRIUMPH AT LONDON PLAZA

Premiered at Paramount's Plaza Theatre in London last Thursday evening, "High, Wide and Handsome" has been vigorously acclaimed by the press and public alike of the British capital, according to a cable received by Vice-President John W. Hicks, Jr. The sender of the message was Montague Goldman, general sales manager of the Company's British organization. Said Mr. Goldman:

"'High, Wide and Handsome' opened last night to excellent business. Industry and public responded in traditional style to hero and villain, a noteworthy and encouraging feature on London showings. Press reception uniformly excellent. The Daily Express accorded it the year's highest rating. The Daily Sketch says 'The picture has infectious realism, and definitely should be seen.' The Daily Herald called it 'A brilliant spectacular melodrama.' The Daily Mirror said that it is 'The most unusual picture of the year.' The Evening News spoke of its being produced on 'a grand scale.' All other reviews are in like vein. The picture is destined to mark a milestone in movie progress and development. Whole selling organization of United Kingdom very very enthusiastic and excited over new product."

This London premiere is the first major showing of the film overseas, but other openings are expected within the next couple of weeks, principally in Scandinavian countries, in Australia and in several centres in Central America.

The tide of battle has turned magnificently in Paramount's favor. The brilliant New York City premiere of "High, Wide and Handsome" of a few weeks ago was followed shortly thereafter by the thrilling presentation of "Souls At Sea" in the Globe Theatre just one block away. Press and public alike have responded superbly to "Souls" and we know beyond all question of doubt that we have another major hit on our hands.

But that isn't all. Elsewhere on this page is a brief account of the triumphant premiere of "High, Wide and Handsome" at the Plaza Theatre in London. This inspiring event came in the midst of several other Paramount successes. Claudette Colbert's picture, "I Met Him in Paris" left the Carlton Theatre after a season of thirteen (13) eminently 'lucky' weeks. Its place was taken by "Easy Living," which shifted over from the Plaza after a fortnight of triumph, and will now continue indefinitely at the Carlton.

It's an exhilarating atmosphere that we Paramounteers are living in these days—and the signs and portents are all pointing to the fact that the days of great product have but begun.

Here are excerpts from the most critical of the New York City press reviews on "Souls At Sea." All reflect the film's greatness, its sincerity and honesty, and the fact that it is above all else a motion picture. It would seem to indicate that our long-voiced plea for a preponderance of action over dialog is about to be answered in practical fashion.

One-sheet size reproductions of these criticisms have been sent to all offices for display purposes. They are eminently fine criticisms since the picture is living up to them in fine box-office fashion, and is proving to be a winner in the best tradition.

Heart-Honest Flashes

from New York City's
Critical Reactions to

"SOULS AT SEA"

A Paramount Picture



A Paramount Profitmaker

Paramount has fashioned a thrilling, gripping and eminently satisfying melodrama called "Souls at Sea," which began a special two-day run last night at the Globe Theatre. The shipwreck scenes are terrifying in their realism, the romance between Taylor and the British slave runner's sister is charming, and the comedy is gay and deft. The acting is superb. Gary Cooper rapidly becoming one of the screen's finest actors, is perfection as Taylor, and there is a grand performance by George Ray as Pouch. Good, too, are Frances Dee, Henry Wilcoxon, Henry Carey, Olympia Bruns and all the others who, with Director Henry Hathaway, help to make "Souls at Sea" a most satisfactory and diverting mixture of romance, thrills and spectacle. H. T. WORLD TELEGRAM

A slick melodrama of sailing ship in the days of the slave trade, Paramount's "Souls at Sea" joined the two-day ranks last evening at the Globe Theatre. And it's a colorful and exciting entertainment, a vigorous blend of action and romance and even a dash of mystery. H. T. JOURNAL AMERICAN

Every once in a while, a picture comes out of a Hollywood studio that is so good it surprises its own makers. The picture is based on a sensational marine case that was tried years ago. Out of this incident, Dale Van Ewy constructed a fictional account of the dramatic events that led up to the terribly exciting climax, where one man on a sinking ship assumes command of an overcrowded lifeboat and plays God to the extent of discarding some of the passengers and carrying others to safety. The scenes of the fire and the launching of the lifeboat are magnificently photographed and form a fitting climax to a picture that is a thrilling and romantic saga of the sea. DAILY NEWS

In "Souls at Sea," which opened at the Globe Theatre last night, Paramount has fashioned a colorful and exciting melodrama of the high seas. On the whole it is an adroit tempering of stark tragedy with sentiment and romance. Superb settings, Henry Hathaway's expert direction and the resourceful acting of Gary Cooper and a large company add up to a robust and absorbing entertainment. HERALD TRIBUNE

"Souls at Sea" worthily glides into the Broadway harbor. It is a wallowing picture, one which tells a stirring story, one which features an unusual cast. Gary Cooper and George Ray are its stars, both assuming roles rich in color, sympathy and strength. DAILY MIRROR

Big and touching drama of souls and slave trade hoists authentic canvas. EVENING POST

Seldom has a sea disaster been done as magnificently on the screen as that of the William Brown and the subtle quest struggle to keep the life boat afloat. NEW YORK SUN

Big calibre entertainment for any theater. Gripping drama of slaves days with two top flight stars. WILLIAM DAILY

"Souls at Sea" is another of Paramount's Pageant of Successes

Mightiest of all is "The Buccaneer"!

GROVES STILL LEADS!

PARAMOUNT DOMINATED SYDNEY MOVIE BALL

One of the outstanding film events of the year in Sydney, Australia, is the motion picture industry's movie ball, held in behalf of some very worthwhile charity. Our scene here shows the Paramount table at this year's event, and you will note that the Company's slogan and trade mark, as well as an announcement for "Waikiki Wedding," were well displayed for the benefit of all the guests.



AUSTRALIAN NOTES FROM THE BLUE RIBBON BUNCH

Everyone is looking forward keenly to the news of the new product at the coming Convention, which will be held more than a month earlier than last year.

Mr. Hunter, following a trip to Brisbane, is now in Melbourne looking over the Capitol Theatre there. Following the Convention, Mr. Hunter will take two of the big pictures and starting at Cairns in the north of Queensland, go right through the important towns meeting exhibitors and showing them these pictures, as well as the product trailer. He will work right round Australia finishing off in Perth.

Claude Henderson, District Manager for the Southern States has been to Sydney and Fred Gawler, District Manager for N.S.W. and Queensland is at present with Gordon Brookes in Brisbane arranging several deals with exhibitors.

Another new theatre for the ever growing chain of modern suburban theatres was opened in a blaze of glory last night at Ashfield. This is another of the new Kings Theatre circuit and plays Paramount and Metro exclusively. Our pictures have not been in Ashfield for three years as this, until now, has been a tight Combine situation.

Tennis has been occupying the thoughts of devotees on the Staff in the lunch period. A competition is at present in progress on the court on the roof of Paramount House.

William Hurworth, General Sales Manager, is concentrating on a great campaign for added revenue for Paramount Week. His "Talks Across the Desk" letters have done a lot towards pepping up the campaign for this celebration and we should go over the top in no uncertain manner this year.

The offering of prizes from the stars and of additional ad sales has proven a great incentive to showmen to get out after Paramount Week.

Facetious remarks concerning the Koala Bear, made by Percy Hunter, temporary Head of the M.P.D.A. in Sir Victor Wilson's absence, caused some confusion for a few days here. In reporting the remarks made at the

Fox Films' welcome to Stanley Crick, the "Telegraph" erroneously credited Percy Hunter as being Paramount's Director. Of course an American making remarks such as reported about something of which Australians are proud, called forth strong words for a while. But the whole was corrected in the next day's issue of the paper. It caused quite some merriment in picture circles while it lasted.

—H. E. F.

Concurso do Jubileu de Adolph Zukor

POSICÃO DAS AGENCIAS EM 3 DE JULHO DE 1937

1° Bello Horizonte	2° Ribeirão Preto	3° Cruzeiro
4° Rio de Janeiro	5° Recife	
	6° Belo Horizonte	7° Porto Alegre
		8° Sao Paulo
9° Curitiba		

CONTINUA O LEÃO DE MINAS EM PRIMEIRO LUGAR, NÃO TENDO HAVIDO ALTERAÇÕES ACERTIVADAS PORÉM QUE O PRÓXIMO MEZ SERÁ DE SURPRESAS.

BRAZIL'S CONTEST

Here's how the 9 exchanges of Brazil stood in their local contest, as of July 3rd. Manager Jose Leao Fernandes of Bello Horizonte was on record to the effect that his Paramounteers would maintain their lead to the end of the year.

PERSONAL ITEM

Word has spun around the globe, from the other side of the earth (Perth, Western Australia, to be specific) telling us that a son, the first child, has arrived in the home of Mr. and Mrs. Jeff Ralph. The father is Paramount accountant in Perth. Heartiest congratulations to all three.

Great Britain a Vigorous Contender for Leadership

Our International Contest has entered a very dramatic stage, not alone from the changes which have been wrought by individual strivings of the contestants, but from the ravages of strife in one of the major territories.

Under circumstances such as these it is considered best to allow the placement figures to speak for themselves, pointing out here only the two facts carried in our headlines above.

Accordingly, the standings of the contestants by Divisions as well as by Countries, and as of August 1st, were as follows:

BY COUNTRIES

This Month	Last Month
* 1. Straits—Java	1.
2. Philippines	5.
3. Japan	6.
4. Italy	3.
5. Great Britain	9.
6. Sweden	2.
7. China	7.
8. Australia-N.Z.	8.
9. Peru	11.
10. Czecho-Slovakia	13.
11. France	12.
12. Brazil	17.
13. Roumania	15.
14. Finland	4.
15. Norway	10.
16. Mexico	18.
17. Chile	16.
18. Jugo-Slavia	14.
19. Colombia	19.
20. Puerto Rico	21.
21. India	22.
22. Panama	23.
23. Argentina	24.
24. Hungary	20.
25. Poland	26.
26. Holland	27.
27. Denmark	25.
28. Cuba	29.
29. Guatemala	30.
30. Germany	26.
31. Uruguay	31.
32. Austria	32.
33. Trinidad	—

* Over Quota.

BY DIVISIONS

This Month	Last Month
* 1. Groves	1.
2. Cochrane	4.
3. Aboaf	2.
4. Graham	6.
5. Hunter	5.
6. York	3.
7. Villar	8.
8. Klarsfeld	7.
9. Day	9.
10. Olsen	10.
11. Ballance	11.
12. Pratchett	12.
13. Nathan	13.

* Over Quota.

YOU'RE ON THE SPOT, EARL

This, Earl St. John, is what you said in a letter to Mr. Hicks:

"SOULS AT SEA will follow HIGH, WIDE AND HANDSOME at the Plaza and will be shown about the middle or end of September which will be a good season for it. There is nothing that can prevent this film being an absolute sensation here and I will stake my life on it that it will do a phenomenal business in England. SOULS AT SEA is the greatest 'natural' England has had since BENGAL LANCER and we are setting everywhere for an extended playing time."

THAT 'BANNED' LINE IN AD SALES OF "HIGH, WIDE AND HANDSOME"

This is another in a series of cautions to see that under no circumstances is the line "Creators of 'Show Boat'" used in connection with Jerome Kern and Oscar Hammerstein II in "High, Wide and Handsome."



DeMille "Find"

Famous director of "The Buccaneer" is shown with Evelyn Keyes, the first player in ten years to be signed by him under personal contract. She is without previous experience and came to Hollywood on a visit. She has already been cast for a role in "The Buccaneer" and great things are expected of her.

CASTINGS

Cecil B. deMille has selected an absolute newcomer, Hugh Sothern, for the role of Andrew Jackson in "The Buccaneer." The man has a personal history transcending anything possible on the screen, and perhaps deMille in bringing him to the attention of audiences of the world will later make it possible for this story to be told.

Mary Livingstone (Mrs. Jack Benny in private and radio life) has been pacted by Paramount as the result of her work in "This Way, Please."

"Thrill of a Lifetime" has been set as the final title for the picture now being filmed with Betty Grable, Johnny Downs, Eleanore Whitney, Ben Blue, Leif Erikson, the Three Canovas and the Yacht Club Boys, and known originally as "Summer Romance." The fact that the picture

Product!



Satisfied that "Angel" is by far the best picture in which they have been associated, Marlene Dietrich and Director Ernst Lubitsch chat for a few minutes together before Marlene packs her suitcase and leaves for a well-earned European vacation. She'll be back for "French Without Tears" very shortly, and by that time Ernst will be directing Claudette Colbert in "Bluebeard's Eighth Wife."

will be ready for winter release caused the title change.

Harold Lloyd is seeking Jean Arthur for his leading lady in "Professor Beware." A stop-press flash elsewhere in this issue will tell you whether or not he succeeded.

Reginald Denny, prominently cast in the current two "Bulldog Drummond" films, announces that he has been in pictures for 18 consecutive years.

"Buckaroo" is the new title of the picture reported last week as "Arizona Ames." Gilbert Roland, Marsha Hunt and Charles Bickford have the leads.

W. C. Fields will head the cast of "The Big Broadcast of 1938."

Bob Hope, Paramount's new comedian, will get his first film break in "Money From Home," a horse-racing

thriller. Melville A. Shauer will produce and Shirley Ross and the Yacht Club Boys will have featured roles.

The Yacht Club Boys will not be in "The Buccaneer," nor the "Bulldog Drummond" films.

Bob Burns has his first dramatic film role in "Wells Fargo." From a reading of the script and a knowledge of Burns' ability, we forecast that this performance will be one of the finest in many a long year.

Dorothy Lamour has been added to the cast of "The Thrill of a Lifetime."

John Barrymore receives a third Paramount assignment. He has been added to the cast of "City Hall Scandal." Louise Campbell, Lynne Overman, Charles Bickford, Elizabeth Patterson, Evelyn Brent, Cecil Cunningham and Barlowe Borland are also in the cast. This, you will recall, is the picture in which the Yacht Club Boys do not appear.

Karl Struss, wizard of the lens, has been assigned as cameraman to Mae West in her new picture, "Every Day's A Holiday." A. Edward Sutherland is directing.

Mitchell Leisen is back from his European sojourn ready to work as director of "The Big Broadcast of 1938."

Benny Baker has been assigned the

important role of elevator operator in Emanuel Cohen's Major-Paramount production, "Love on Toast." The all-star cast is headed by Stella Ardler, John Payne, Grant Richards, Isabel Jewell and Luis Alberni.

George Raft's next picture is definitely set as "Strange Fascination," the odd story of a tune-stealer. Shirley Ross will be assigned as his confederate, and the production will be under the personal supervision of William LeBaron.

The final and definite title of the picture called variously "Arizona Ames" and "Buckaroo" has been set at "Riders of the Panamints."

The title of the picture to follow Claudette Colbert's "Bluebeard's Eighth Wife" is "Are Husbands Necessary?"

And, speaking of "nexts," the Cecil B. deMille picture to follow the completion of "The Buccaneer" is "The Hudson's Bay Company."

The cast of Paramount's 1937 football epic, "Hold 'Em Navy," will be headed by Lew Ayres, John Howard, Mary Carlisle, Benny Baker and Elizabeth Patterson.

Word has reached Hollywood from Singapore to the effect that filming on the jungle film, "Boo!oo" is proceeding at a splendid pace. Colin Tapley, whose Paramount contract was recently renewed, has the lead.

"Born to the West," Paramount-Zane Grey opus of the West, has John Wayne, John Mack Brown and Marsha Hunt in the leads.



"PERSONETTES"

This is the name given his marionettes in "Artists and Models" by famous artist Russell Patterson. Having seen these mechanical young ladies both in the sawdust and on the screen it is our opinion that they will attract such favorable attention in the picture that people who write fan letters to stars will be writing to the Personettes also, addressing them as "the second Personette in the fourth row, from the left."

The love of a man for a woman waxes and wanes like the moon, but the love of a Showman for Paramount is as constant as the stars and enduring as the words of the profit.

(Old Arabian Proverb, according to 'Paragram'.)



NOW A BRUNETTE

You've seen Sophie Lang (in private life Gertrude Michael) as a blonde in all of her previous pictures, but in "Sophie Lang Goes West" she'll be a brunette.



ACTION IN LOUISIANA. One of the mightiest scenes in Cecil B. deMille's "The Buccaneer" will be the dashing of hundreds of pirogues to the aid of Jean Lafitte. Pirogues are the canoe craft of the buccaneers who infested the bayous of Louisiana, and this spectac-

ular scene, which carries from daylight far into the night, will be one of the most exciting ever filmed. Heading the production unit in the foreground is William Pine (dark shirt, sitting on box), executive assistant to Mr. deMille, and producer of the Louisiana sequences.

"BUCCANEER" — DEMILLE'S MIGHTIEST!



FRANCISKA MAKES HER WORLD DEBUT

Miss Gaal is shown here in the role of the little Holland girl she is playing in Cecil B. deMille's production, "The Buccaneer." Although established as a great favorite in her native Hungary, and throughout Europe, Miss Gaal's work is unknown in many parts of the world. That's why "The Buccaneer" will mark her international debut. Already her performance in the advance scenes has been such as to throw the customarily phlegmatic studio into raptures of praise.

MARGOT GRAHAME CAST AS BELLE OF "BUCCANEER"

Margot Grahame, English girl who has scored many triumphs in American pictures, one of the most noteworthy of which was in "The Informer," has been given the role of the Southern belle in "The Buccaneer."

Cecil B. deMille has cast her as the girl with whom Jean Lafitte, the pirate, is in love.

Fredric March is 'Lafitte,' and Franciska Gaal is the film's leading woman. Also in the picture are Akim Tamiroff, Charles Bickford, Ian Keith and Anthony Quinn.

The most conservative observers in our entire organization have been reporting to us on "The Buccaneer" and in every instance they have told us the same story—that this time Cecil B. deMille is making so fine a film, with so international an appeal, that it transcends everything that the great director has achieved in the past. In so doing these observers are thoroughly cognizant of the great success of "The Ten Commandments," "The Crusades," "Cleopatra" and "The Plainsman."

Our reporters have based their contention on three major points: Firstly, deMille is making a motion picture that has motion, action and spectacle above all else; it is set in a period of time when the actions, emotions and passions of its characters can be understood by those picturegoers who can only judge things by today's standards; and for its third quality, the picture is engaged in the business of presenting a new star to the world in the person of Franciska Gaal, of presenting an established star, Fredric March, in his greatest performance; and of invoking from the other members of the cast their most sterling work to date.

All of these factors, plus the magnificent quality of production with which the picture is being invested, leads to the contention of our reporters that "The Buccaneer" cannot fail in its appointed mission of being Cecil B. deMille's mightiest production.

A MOMENTOUS STATEMENT TO MAKE ON THE OCCASION OF COMMENCING "THE BUCCANEER"

Hollywood movies today represent an investment of \$2,000,650,000.00, of which two billions is American money, according to Cecil B. DeMille.

"The annual payroll for all the Hollywood studios," he said, "is one hundred million dollars, with production costs amounting to \$125,000,000 a year, including salaries."

"This places it among the first ten single commodity industries in the country."

DeMille, when he first went to Hollywood in 1912, not only failed to obtain a bank loan for his producing company but could not induce banks to accept his savings account because movie people were held in low esteem. In a short time, however, W. A. Bonyngue, president of the Commercial National Bank saw the wisdom of loaning money to studios on secured

investment and asked DeMille to act as an adviser on such loans.

Today, DeMille is a director of the Bank of America, with a long banking experience behind him, and will spend more than \$1,000,000 on his production of "The Buccaneer," which will star Fredric March and provide employment for about 10,000 people.

"There are now 15,378 movie houses," said DeMille. "In this country there is a seat for every 11 of the population, and a theatre for every 6,274 persons, while in Europe there is a theatre for every 9,270 persons—a great improvement in the European situation, as regards a market for our films."

"Hollywood now is making 500 feature pictures and about 1,000 shorts a year, and employing 28,000 persons in production."

LURASCHI REPORTS THUS- LY ON "THE BUCCANEER"

It is because we have a profound respect for the judgments expressed by Luigi Luraschi, foreign department head in the studio, in his weekly reports to Mr. Hicks that we are proud to quote herewith his comment on Cecil B. deMille's production, "The Buccaneer" in his report of August 14th:

BUCCANEER

—also went onto the sets this week, and whilst it is a little early, after only five days' rushes, to start prognosticating, this picture promises to be an outstanding production. The scenes we saw shot this week are superb. Fredric March, Tamiroff, etc., are all excellent. You all know how deMille felt about Franciska Gaal; after such a buildup, we were quite prepared to be a little disappointed at different scenes in the rushes—particularly at the beginning of the picture. I am afraid there is no other way of describing her performance to-date than by using a much hackneyed expression and calling it "terrific." It's the talk of the studio. In the restaurant, in the carpenter shop, everywhere—people are asking each other if they have seen the Franciska Gaal rushes. I think Eugene Zukor wants to assemble a little footage for you as soon as possible, so that you can judge for yourselves because we know that there is no more adequate way of making you realize that when we rave about her it's because it's true and not because we have gone "haywire." You can rest assured that anything you say about this player's performance will still fall short of what she is going to give you on the screen.

AUGUST SHOOTING

The entire month of August has been spent by Director Cecil B. deMille with his entire "Buccaneer" company on the island of Catalina. There a five acre set of pirate huts and houses was erected, a great battle staged, and the entire set destroyed by gunfire from the attacking fleet. It was without question the most exciting film action of its kind ever recorded by motion picture cameras. Yet it is but one of many such sequences in "The Buccaneer."



A PAIR OF JACKS

Paramount's ace comic, Jack Benny (who incidentally has signed a new exclusive Paramount contract to make one picture a year for the next four years) is in England as these lines are written, and we understand that he is scoring a grand personal triumph. Our particular glimpse above shows him meeting one of England's ace comics, Jack Hulbert at the Denham Studios. The interested onlooker is Director Thornton Freeland.

HOUSE ORGANS

The chronicling of comments below is being done in the order in which house organs are being received in Home Office from the beginning of the month onward.

London's *Paramount* for July is another wonderful number. A fine tribute to Christopher Dunphy, head of publicity and advertising in Paramount's Hollywood Studio is found on the editorial page, and there are interesting references to the visits of Messrs. Barney Balaban and Mitchell Leisen. Frank McDowell's rollicking poem about "The Salesman Who Didn't" is something to tickle the risibles of all film men who have ever sold film. Special mention must also be made of the photographic contest on the Sport and Social page, and the Hints to Women given under the heading of "Rhythm For Your Curves."

India must be handed another Paramount palm for the July issue of *Service*, a magazine which lives up to its name in the most practical fashion in the world.

Australia's *Paramount Sales Punch* for the end of June is packed with local challenges in connection with the Managing Director's Paramount Week Trophy. The signatures of Bert Kelly (present holder), Morris Foster, Gordon Brookes, Charles Hale, William Blood and Fred Gawler figure prominently on the cover of the issue, and all the six of them are tigers when it comes to a fight. Inside the issue is to be found a punchful and vital sales message to the entire sales force of Division.

Paramount Punch of Australia resumes its old name, and appears in a new format, as of July 14. But its indefatigable spirit is the same, and this particular issue is chockful of information and inspiration for the forthcoming Paramount Week. A cartoon sequence involving District Manager Claude Henderson and Branch Manager Bert Kelly is quite descriptive, and, we fancy, prophetic to a certain extent.

Holland's *Paramount Koerier*, issue Number Ten, is packed with informative material regarding "Angel" and "I Met Him in Paris." The publication grows in worth from issue to

(Continued on last column.)

PERSONAL NEWS

BRITISH EXECUTIVES IN INDIA HONOUR PARAMOUNT

This photograph, forwarded by Mr. S. Ganguli, Paramount's manager at Calcutta, India, was taken on the steps of the Capitol Theatre in Darjeeling on the occasion of the presentation there of Paramount's famous British picture, "Crown and Glory." The presentation was graced by the presence of His Excellency the Governor of Bengal, friends and military aides, all of whom enjoyed the film greatly.



STANDING—First Row (l. to r.): Col. Butler (with overcoat on), Military Secretary to His Excellency; Mrs. Meiklejohn; His Excellency Sir John Anderson, P.C., G.C.B., G.C.I.E., Governor of Bengal; Mrs. Davenport; Mr. S. Ganguli (Paramount); Khan Bahadur D. E. Avari, Licensee of the Capitol Theatre, Darjeeling.

STANDING—Second Row (l. to r.): Mr. Larkin, I.C.S., Deputy Commissioner, Darjeeling; Dr. Anderson (son of His Excellency); Lord Adree; Mr. Meiklejohn, I.F.S.; Mr. Davenport; Mr. N. Mohammad, Manager of the Theatre.

PRATCHETT'S FAMOUS HOLE-IN-ONE ON NEW YORK GOLF COURSE MAY WIN CONTEST FOR LOS REVOLUCIONARIOS

The widespread publicity given Arthur L. Pratchett's famous 'ace' on the Briarcliff Manor Golf Course has brought in a couple of sizzling cables. One was sent him to New York by his Cuban Paramounteers and reads:

Your hole in one no surprise. Just the sort of Drive we Cubans have to polish off International Contest. (sgd.) Cubiches.

And then there was a cable from the foremost exhibitor of Cuba, Heliodoro Garcia, which read as follows:

Si acierta en la eleccion de las peliculas Paramount como en el golf estamos salvados en 1938. (sgd.) Heliodoro Garcia. The substance of this is: "If Paramount Pictures for 1938 are as good as your golf, we exhibitors have nothing to worry about."

A.A. AND "ROMANS" STAGED GRAND CONVENTION

A cabled message which just missed last month's issue was the following paen of joy to Mr. Hicks from Managing Director Aboaf.

IN TERMINATING ITALY'S MOST INSPIRING AND ENTHUSIASTIC PARAMOUNT SALES CONVENTION HELD IN ROME TO LAUNCH UNPRECEDENTED SALES DRIVE WE WISH TO CONVEY TO YOU OUR ASSURANCE OF BEST EFFORTS TO ACHIEVE RECORD RESULTS DURING NEW SEASON AND THUS CONTRIBUTE TOWARDS BRINGING PARAMOUNT TO LEADERSHIP OF FILM INDUSTRY.

From all of which you must gather that "Aboaf and His Romans" (which is how the cable was signed) had a marvelous convention in Rome late in June, and that they formulated plans which seem likely to have more faces of Italian Paramounteers up with the money-makers at the end of this spirited contest of ours.

MEMBERS OF BELGIAN ROYALTY ARE POPEYE FANS

Reproduced here is the membership card of H. R. H. Prince Boudewijn of Belgium, in the Netherlands Popeye Club. We also have received a photostatic reproduction of the membership card of H. R. H. Princess Josephine, her card bearing the number 8059. These high figures are testimony of the high numerical membership of the Netherlands club.



By arrangement with King Features Syndicate, Inc., and Seger

HOUSE ORGANS (Continued)

issue and thereby reflects great credit on its editorial staff.

London *Service* for July 10 proved to be another splendid issue. We liked particularly the striking cover which definitely put it in the motion picture fan magazine class, and also the splendid selling talks on many of the forthcoming pictures.

Paramount em Accao for July has brought us plenty of cheer from its native Brazil. This particular issue devoted much space to the grand message that General Manager John L. Day, Jr., brought back to Rio de Janeiro with him and there was also an illustration showing the grand galaxy of Paramounteers on the pier to greet him and his family. Elsewhere in this issue we are illustrating a page from *Paramount em Accao* showing the standings of the 9 Brazil offices as of July 3.

"MATEO" GARNERED THE PLAUDITS OF B.A. CRITICS

We are happy indeed to record the fact that the motion picture critics of the press and fan magazines of Buenos Aires went into raptures over "Mateo," the Argentine-produced film which Paramount is distributing throughout the entire South and Central American market.

Through the foresight of Managing Director John B. Nathan in despatching copies of the criticisms to all offices concerned we are saved the necessity of printing the more outstanding raves here. But nevertheless it is our pleasure to record the concentrated fact that the picture did meet with the unqualified approval of the scribes.

HARRY HUNTER STAGES FIRST AUSSIE MEETING

On August 30th, just as we were going to press, the first Blue Ribbon Convention to be staged under the leadership of Managing Director Harry Hunter got under way in Sydney. We know without saying further that it will have been a tremendous success and we can promise a rousing report on it in next month's issue.

In the meantime it is our pleasure to report that cables of cheer went out from New York not only from the chief executives of the Company, but also from a number of Mr. Hunter's former associates in the United States. They must have been most heartening to the Paramounteer who has many times been part of a convention's audience and who now finds himself for the first time a convention's leader.

MISS PALUGYAY ARRIVES

An attractive greeting in the traditional fashion has informed us of the arrival in Budapest, during July, of Miss Rose-Marie Barbara Margaret Palugyay.

Our heartiest congratulations to Mr. and Mrs. Nicholas G. Palugyay, who have the distinction of being not only the young lady's proud parents, but also a pair of fine Paramounteers.

EXPLOITATIONNOTES

Henry Gordon, manager in Trinidad, did some splendid exploitation for "Champagne Waltz" when the picture opened at Port-of-Spain. He arranged a gigantic dancing contest, which was under the patronage of The Mayor and Mayoress, and bottles of Champagne were awarded as prizes. Both the Mayor and Mayoress spoke in behalf of the picture when presenting the prizes, and in addition the ballroom featured posters of the film. The whole affair, which was a very gala one, was reported as being the outstanding function of its kind in a great many years and naturally benefitted the picture enormously.

Harry Hunter's Blue Ribbon Division of Australia and New Zealand is certainly packing plenty of punch back of the forthcoming Paramount Week Contest. We have seen copies of General Sales Manager William Hurworth's letters to his men in the field and cannot help but feel that the enthusiasm which he has generated has not stopped with the Paramount field forces but has gone on to the exhibitors themselves — especially as there are a number of very special benefits which the exhibitors can secure by cooperating fully with Paramount. In every way it looks to be just about the perfect form of sales contest.

As a result of a contest conducted by Screen Pictorial, English movie magazine, Brenda Gunner, fourteen-year-old London girl, had the unusual opportunity of holding a trans-Atlantic telephone conversation with her favorite movie star, Bing Crosby. The call, placed from the London offices of Screen Pictorial, was put through to the Crosby ranch in Del Mar, California, from which point Crosby spoke to Miss Gunner for several minutes.



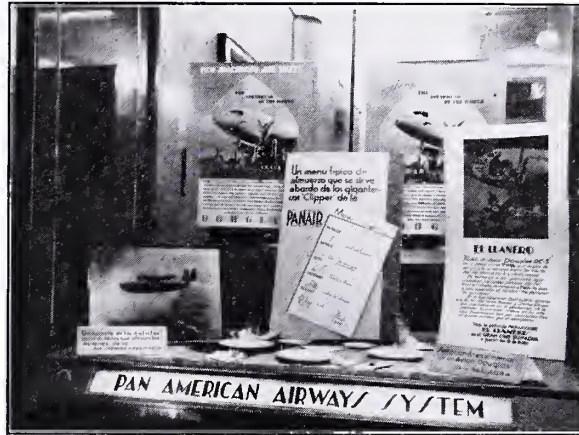
AN EVENING OF "SWING HIGH, SWING LOW"

Pictured here is a chapter of one of the most novel stunts staged in Carl P. York's Scandinavian territory in quite a while. The scene depicts part of the orchestra at the Bellmansro Restaurant in Stockholm, where the management staged what was advertised as a "Swing High, Swing Low Evening." Music from Arthur Hornblow's picture was played extensively, and the rest of the musical programme consisted of swing music. Note particularly the large cut-out of a tromboning Fred MacMurray in the background. The restaurant's menus of course credited the Paramount picture.

EXPLOITATION

MANY-PHASED B.A. EXPLOITATION FOR "PLAINS MAN"

Shown here, in a tie-up with Pan-American Airways, is but one of the many phases of Buenos Aires exploitation staged by Managing Director John B. Nathan's advertising staff for the Cecil B. deMille production, "The Plainsman." Among other elements in this Argentinian campaign were superb window displays in the famous Mitchell book store and the equally famous Tonsa Shoe store of the Argentine capital. Indeed a memorable job of co-operative exploitation, in which stores benefitted equally well with Paramount.



TUNISIANS FLOCK TO SEE "THE GENERAL DIED AT DAWN"

France's Director of Publicity, Jack Plunkett, keeps us well supplied with pictures of exploitation of Paramount Pictures in many parts of Administrateur Delege Henri Klarsfeld's colorful territory. We wish that we could use them all, but lack of space precludes. However, here is a colorful glimpse of the exterior of the Palmarium Cinema, of Tunis, during the presentation of "The General Died At Dawn," which picture we are told enjoyed a great success.



EXPLOITATION FLASHES

Manager A. P. Fitzpatrick of Paramount's Old Kent Road Theatre, London, has rendered some notable exploitation efforts in connection with features playing that house. For "Come And Get It" he had an appropriately captioned beer-barrel stunt in the lobby of the house. Also an armoured car street ballyhoo, with an announcement on the truck stating that it was carrying a vast sum of money, and inviting daring persons to—well, live up to what the film's title says. He also used the press book's "How You Proposed" contest for "Along Came Love" and managed to rake in bushels of letter entries. We have received a lot of other material from Mr. Fitzpatrick and will make mentions of his other stunts in subsequent issues.

A couple of other fine "Swing High, Swing Low" stunts were used by Carl P. York's exploiters in Stockholm in addition to the one illustrated elsewhere. One included the use of a huge cutout of MacMurray in one of the windows of the foremost tobacco store of the city. Another was a display in an eminent shoe store's window. In short, the inventive Vikings over-

looked no bet in publicizing this picture.

Publicity Manager Eric Wahlquist of the Capitol Theatre, Melbourne, Australia, tied the music of "Waikiki Wedding" right in with a dancing display engineered by the foremost department store of that city. Naturally, Paramount and

FINE AIDS FOR
PARAMOUNT WEEK

In line with our editorial comment on the celebration of Paramount Week (actually Paramount Month) in Australia and New Zealand, we have received from Hermann E. Flynn, advertising and publicity director, a fine press book and samples of other material designed for the use of participating exhibitors. Since as many copies of these press books were ordered as there are exhibitors in the territory it gives a pretty good idea of the generality of participation in the Paramount event.

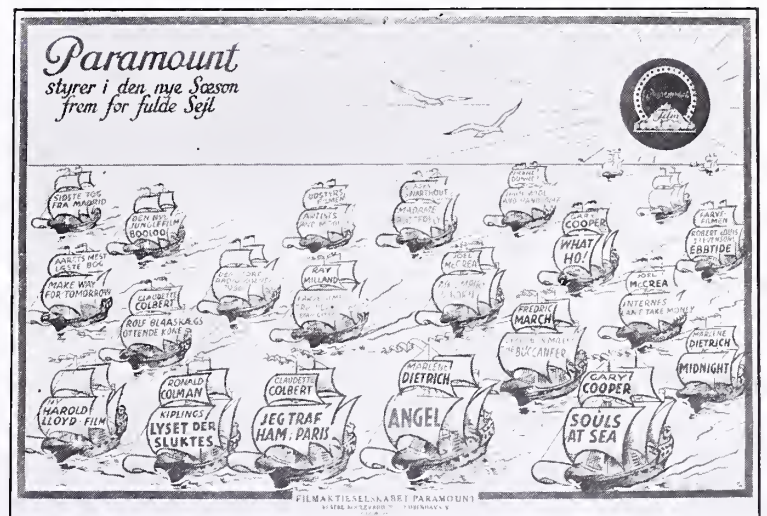
BRAZIL'S SILVER JUBILEE
SOUVENIR

We have received the massive souvenir book prepared by the Paramounteers of Brazil to mark the Silver Jubilee of Adolph Zukor. The book, which is a superb piece of work and which reflects the highest credit on Messrs. John L. Day and Rodolfo Paladini, as well as all other Paramounteers concerned, has gone on to Hollywood to become a part of the permanent Silver Jubilee display in the studio.

the Hawaiian film received a full measure of credit.

In connection with last month's mention of the grand Exhibitor Contest staged throughout Cuba by Manager Jasper D. Rapoport, we have had word from that energetic Paramounteer that he is still endeavoring to gather a bunch of the winning exhibitors together so that he can have them photographed. When this is done, there will be space available for the pictured story.

A couple of superb exploitation campaign books on "Champagne Waltz" and "The Plainsman" have come to hand from Argentina. So fine are they, especially the one from the Cecil B. deMille picture, that we venture to express the belief that this epic film received the finest exploitation campaign any motion picture has ever received in Argentina. All of which reflects the highest credit on Managing Director John B. Nathan and Publicity Director Guillermo Fox and his fine staff.



Sweden used this double-spread in the Biograf Bladet to excellent advantage in announcing to the exhibitors of all Scandinavia the mighty wealth of new Paramount product that is on the way to them.

NOTICIAS DEL MES

—Don John A. Groves continúa manteniéndose en el mismo puesto en que lo dejáramos en nuestra cubierta del mes pasado, esto es, a la cabeza del carrusel del Concurso. Aunque este jinete y su división, la de Java y Establecimientos del Estrecho, saben mantener el galope, hay otras divisiones que avivan el suyo. Tales son la que manda don Tom D. Cochrane, sin que deba olvidarse la de la Gran Bretaña, mandada por don John Cecil Graham. Con tan reñida competencia, los resultados del mes que viene prometen ser algo interesantísimo.

—En otro lugar de este número hacemos el debido caudal del memorable estreno de "Almas en el mar" ("Souls At Sea"), efectuado en el Globe Theatre de Nueva York. No parece sino que el nombre del teatro estuviera ya diciéndonos lo que ha de ser esta película: un triunfo que tenga por límites los de la extensión de nuestro globo.

—Aventuramos también en este número otra predicción, cual es la tocante a "Bucanero" ("Buccaneer") de Cecil B. deMille. La lectura del guión cinematográfico, bien así como las informaciones recibidas de los Estudios, nos confirman en la opinión de que este film sea de aquellos que lo dejan a uno extático. Es grande en todo. Tiene magnífico reparto, acción movida; y demostrará ser espectáculo en el cual ocurre de continuo algo que interese.

—Dedicamos una página del presente número al muy importante objeto de rendir homenaje a aquellos amigos de la Paramount, repartidos por el mundo entero, cuya confianza de años en esta Editora se ve ahora recompensada con triunfal desfile de películas que no han tenido par en las de ninguna otra casa. Grande fe, y no menor constancia, han sido menester para confiar en algo durante estos últimos años que, por lo movidos e inseguros, inclinaban el ánimo precisamente a lo contrario; empero, tan firmes, tan constantes fueron las que los señores Exhibidores y los propios paramountistas depositaban en la Paramount, que, gracias a ello, pudieron los jefes de esta Editora lanzarse resueltamente a desarrollar el programa de producción de mayores alientos que ha habido en la historia de la casa, y salir al cabo de tal empeño con una serie de películas de éxito, destinadas a llevar la prosperidad a todos los teatros del orbe.

—Tocará al recién inaugurado Savoy Theatre de Helsingfors, en Finlandia, ser el primero en donde se presente, fuera de los Estados Unidos, la película "Almas en el mar" ("Souls At Sea"). Nos prometemos dar noticia el próximo mes de la magnitud de ese estreno, al cual asistirán don Carl P. York, adalid de los Vikingos, y don Harry A. Hammar, gerente de la Paramount en Finlandia.

—A tiempo de imprimirse estas líneas, don Adolph Zukor, fundador de la Paramount, presidente de la junta directiva de la misma y director general de su producción cinematográfica, se hallará en Europa, adonde ha ido en viaje en el cual, por primera vez en casi ocho años, combina el descanso con los negocios. Acompaña al viajero su señora esposa, en compañía de la cual visitará los lugares de los que ambos faltan desde hace tanto tiempo. Las cámaras cinematográficas de la Paramount tomarán vistas de muchos de los episo-

A
NEW
STAR
RISES

This is the new Francis Gaal that Paramount is giving to the world in Cecil B. deMille's production, "The Buccaneer."

LES NOUVELLES DU MOIS

M. John A. Groves se trouve de nouveau en tête du carrousel de la couverture du mois dernier. Lui-même et sa division connue sous le nom de Straits-Java sont les meneurs, mais une autre division qui suit à bon pas est celle que préside M. Tom D. Cochrane, tandis que la division britannique de John Cecil Graham s'avance avec vaillance. Le mois prochain les résultats devraient être des plus intéressants.

Autre part dans ce numéro nous célébrons la mémorable ouverture de "Souls at Sea" au Theatre du Globe à New York. Il semblerait que ce théâtre a été choisi pour cette première en vue du succès que ce film est destiné à obtenir dans le monde entier.

Nous ne craignons pas non plus d'émettre une prophétie concernant la production Cecil B. deMille, "The Buccaneer." La lecture du scénario, et des informations que nous recevons du studio, confirment notre opinion que voila un film qui vous plongera dans l'extase. C'est un grand film dans toute l'acception du mot. C'est un film produit par de grands interprètes, une action intéressante, et l'on constatera que dans l'action il arrive quelque chose d'important à chaque instant.

Une page de ce numéro rend hommage à tous ces amis de Paramount qui dans le monde entier ont témoigné pendant une longue période d'années leur confiance en notre compagnie et qui sont maintenant récompensés de leur constance par une

procession de films plus grands que ce qui a jamais été vu précédemment. En vue des changements de circonstances, il a fallu énormément de patience pour garder la foi pendant ces dernières années, mais si profonde a été la foi des directeurs de cinémas et des Paramountais aussi, que nos directeurs ont pu aller résolument de l'avant dans l'exécution du plus ambitieux programme de production de notre histoire et aboutir avec une série de films à succès qui ouvrent pour nous une période de prospérité dans tous les coins du monde.

Au tout neuf Théâtre Savoy à Helsingfors, Finlande, revient l'honneur d'être la première salle en dehors des Etats-Unis de projeter "Souls at Sea." Le mois prochain nous espérons pouvoir vous donner un compte rendu du succès. L'ouverture se fera en présence de M. Carl P. York, chef des Vikings, et de M. Harry A. Hammar, directeur de Paramount pour la Finlande.

Au moment où nous imprimons ces lignes, M. Adolph Zukor, fondateur de Paramount et Président du Conseil d'Administration, qui a charge de la production se rend en Europe pour son premier voyage de plaisance et d'affaire combinées depuis huit ans. Mme Zukor l'accompagne, et ensemble ils visiteront de nombreux pays qu'ils n'ont pas vu depuis bien longtemps. Les caméras de Paramount filmeront de nombreux incidents de leurs visites et nous aussi nous rendrons compte de ceux-ci dans notre numéro du premier octobre.

"The Last Train From Madrid" is one of the greatest film sensations Havana, Cuba, has ever known, according to enthusiastic despatches from Manager Jasper D. Rapoport. On the opening day so many people tried to enter the Nacional Theatre to see the picture that the police reserves had to be called out.

NOTICIAS DO MEZ FINDO

Mr. John A. Groves continúa na berlinda da victoria desde o nosso numero passado. A sua divisão, que domina o territorio Malacca-Java, persiste na dianteira, mas ha outra, a divisão capitaneada por Mr. Tom D. Cochrane, que lhe disputa o passo. Enquanto isto, a divisão de Mr. John Cecil Graham, da Gran Bretanha lu a tambem para galgar a frente. Aguardemos os totaes do mcz proximo, que hão de revelar alguma surpresa...

—Em outra secção deste numero damos larga noticia sobre a estreia do super-filme "Almas no Mar" (titulo definitivo, visto não podermos usar o de "Navio Negreiro," anteriormente anunciado), que está obtendo grande exito no Cine-theatro "Globe" de Nova York. O nome desse theatro parece condizer maravilhosamente bem com a fita, pois é ella de interesse para todo o globo!

—Queremos fazer uma pequena prophécia, referente á producção de Cecil B. deMille, "O Bucaneiro." Coubenos ler o script deste super-filme e não trepidamos em dizer que será elle, se tudo correr bem, daquellas proporções em que o successo é de todo garantido. É surpreendente na verdadeira expressão da palavra. Tem um quadro de artistas dos mchiores, muito numerosos, e o seu entrecho é de acção do começo ao fim.

—Numa pagina especial desta edição rendemos tributo a todos os velhos amigos da Paramount no estrangeiro, que através destes ultimos annos de provações nunca deixaram que se arrefecesse sua fé na nossa organização. O nosso tributo estende-se tambem aos esforçados paramountistas, antigos pilares da nossa marca em todo o mundo, que têm agora, em paga da sua grande confiança nos nossos destinos, um programma de fitas como não se encontra em nenhuma outra companhia. Embora fossem difficulosos os annos que acabamos de passar, não obstante isso os nossos dirigentes puderam manter sempre o nome e valor das nossas produções, confirmando-se com o programma que temos agora que o espirito da Paramount está mais vivo do que nunca e os seus filmes continuam a ser os preferidos em todos os logares da terra.

—Coube ao novo cine-theatro "Savoy," sito em Helsingfors, na Finlandia, a honra de ser o primeiro exhibidor, fóra dos Estados-Unidos, do super-filme "Almas no Mar." No mez entrante daremos noticia dessa faustosa estreia, a que compareceu em pessoa o director dos Vikings, Mr. Carl P. York, como tambem Mr. Harry A. Hammar, gerente da Paramount naquella territorio.

—Mr. Adolph Zukor, fundador da Paramount e seu director geral de producção nos studios de Hollywood, deve partir para a Europa neste dias, numa das suas costumadas visitas de recreio e negocio. Sua senhora acompanha-o nesse viagem. Os viajantes terão ensejo de visitar muitas das organizações paramountistas no velho continente e estarão de regresso dentro de curto tempo. Na nossa edição de Outubro daremos conta photographica dessa visita do casal Zukor.

dios de este viaje, de los cuales, a nuestra vez, daremos cuenta en el número de octubre.

NEUIGKEITEN DES MONATS.

Gerade so, wie wir es auf unserem Titelblatt im vorigen Monat illustrierten, ist es im Wettbewerb geblieben. Allen voran reitet John A. Groves mit seiner Abteilung, die allgemein als Straits-Java bekannt ist. Aber eine andere Abteilung bleibt absolut nicht im Hintergrund sie steht unter der Leitung von Tom D. Cochran. Hierbei können wir nicht umhin, auch auf John Cecil Graham's Gross-Britanier hinzuweisen, die auch gute Fortschritte zu verzeichnen haben. Die Resultate des kommenden Monats sollten daher sehr interessant sein, denn es scheinen sich nun endlich drei gleich gute Gegner im Wettbewerb entwickelt zu haben.

In einem anderen Teil dieser Ausgabe finden Sie eine ausführliche Beschreibung der Premiere von "Souls at Sea," die im Globe Theater in New York City stattfand. Möge der Name des Theaters dem Film ein gutes Omen sein und ihm den gleichen grossen Erfolg wie in New York rund um den Globus bringen!

Von Omen zu Ahnungen ist nur ein kleiner Schritt und, nachdem wir das Manuskript für Cecil de Mille's neue Produktion "Buccaneer" gelesen haben und auch schon die ersten Berichte aus Hollywood an unser Ohr gedrungen sind, beschleicht uns immer mehr die Ahnung, dass dies ein Film wird, der überall grosses Aufsehen erregen wird. Der Film ist gross im wahrsten Sinne des Wortes. Er hat eine grossartige Besetzung, ein aufregendes Tempo und zählt zu der Filmklasse, in der von Bild zu Bild etwas Grosses und Packendes geschieht. Darum merken Sie sich "Buccaneer"!

Eine andere Seite dieser Ausgabe ist all den Paramount-Freunden in aller Welt gewidmet, die uns getreulich in den schweren Jahren beigegeben und für uns unermüdlich gekämpft haben. Unser Dank ist eine Parade guter Filme, wie sie noch keine Filmgesellschaft produzieren konnte. In den unruhigen letzten Jahren war es in der Tat oft nur unter Aufbietung der allergrössten Geduld möglich nicht den Glauben zu verlieren. Aber unsere Schaulente und keiner der Paramountler hat den Mut sinken lassen und somit unserer Organisation über den Berg hinweggeholfen. Jetzt geht es schon wieder hurtig bergauf. Die Arbeit in den Hollywood Ateliers koelt und auf gute Filme folgen immer noch bessere Filme, die Prosperität und Erfolg in den entlegensten Winkel der Welt tragen werden.

Dem hagenen Savoy Theatre in Helsingfors, Finnland, ist die Ehre zuteil geworden, das erste Theater ausserhalb der Staaten zu sein, in dem "Souls at Sea" aufgeführt wird. Im kommenden Monat werden wir Ihnen Näheres über die Premiere in Wort in Bild mitteilen können, bei welcher der Vikingführer Carl P. York, wie auch Harry A. Hammar, Paramount's Leiter für Finnland, zugegen sein werden.

Während sich diese Zeilen in Druck befinden, ist Mr. Adolph Zukor, Paramount's Gründer und Leiter der Paramount Direktoren, auf dem Wege nach Europa. Es ist dieses seine erste europäische Geschäfts- und Erholungsreise zugleich seit etwa acht Jahren. Herr Zukor wird von seiner Gemahlin begleitet und sie werden gemeinsam vielen Ländern einen Besuch abstatten, in denen sie schon jahrelang nicht mehr waren. Ueberall

ATTRACTIVE NEWCOMERS GET GOOD SCREEN 'CHANCE'

When so much prospective talent was massed in the studio during the occasion of making "Artists and Models," "High, Wide and Handsome," and other great films, Paramount decided to conduct a talent search right on the spot. This search brought these ten young ladies to light. They are: Seated, Dorothy White, Norah Gale, Carol Parker, Helaine Moler and Louise Seidel. Standing: Harriet Haddon, Lola Jensen, Marie Burton, Joyce Matthews, and Alma Ross. Just look where these girls are a year from now!



NOTIZIE DEL MESE

John A. Groves continua ad essere il centro d'attrazione negli eventi del mese scorso. Lui e la sua divisione, conosciuta sotto il nome di "Straits-Java" sono alla testa, ma un'altra divisione, che sta facendo progressi da gigante è quella capitanata da Tom D. Cochran; mentre la divisione di Cecil Graham, della Gran Bretagna, sta pure progredendo con valore. I risultati per il prossimo mese saranno, senza dubbio, interessanti all'estremo.

In altra parte di questo numero, diamo un tributo alla memorabile premiare di "Souls at Sea" che si gira al teatro dal nome appropriato 'The Globe Theatre.'

Sembrerebbe quasi che questo teatro sia stato preferito perchè il suo nome compendia il successo mondiale che questa pellicola è destinata ad avere.

Facciamo pure in questo numero un'altra profezia in rapporto alla produzione di Cecil B. DeMille "The Buccaneer." Dalla nostra lettura del manoscritto e da informazioni attinte allo studio, confermiamo nella nostra mente che questa è una pellicola di grande merito nel vero senso della parola. Ha dei gran personaggi, azione movimentata, e prova di essere una proiezione nella quale episodi di importanza si succedono uno dopo l'altro.

Una pagina di questo numero è dedicata a rendere tributo agli amici di Paramount sparsi per tutto il mondo la cui fede nella nostra organizzazione, durante un periodo di diversi anni, viene ora ripagata mediante un succedersi di trionfi mai registrati nella storia di altre compagnie.

Durante le avverse condizioni finanziarie, ha necessitato una grande pazienza e fiducia per poter avere fede in qualsiasi cosa; ma gli espositori e i "Paramanutisti" hanno sempre dimostrato di avere la più profonda fiducia nella nostra organizzazione, ciò che ha reso possibile agli ufficiali esecutivi di andare avanti risolutamente

auf ihrer Reise werden Sie Paramount Kameras begegnen und wir hoffen bestimmt, Ihnen in der Oktober Ausgabe mit einer Reihe Bildern vom Europabesuch unseres vortrefflichen Gründers und seiner Gemahlin aufwarten zu können.

con un programma dei più ambiziosi nella storia — produttrice di ogni altra compagnia.

Il risultato è coronato da una collana di pellicole trionfali che scriveranno una pagina di prosperità in ogni angolo della terra.

Al nuovo teatro Savoy in Helsingfors, Finlandia, spetta l'onore di essere la prima casa, fuori degli Stati Uniti, ad esibire "Souls at Sea." Il mese venturo spetterà a noi di giudicare l'entità del successo della premiare.

Vi saranno presenti Viking Leader Carl P. York, e pure Harry A. Hammar, manager della Paramount in Finlandia.

Mentre questo articolo va in macchina, il sig. Adolph Zukor, fondatore della Paramount e chairman del Board of Directors per le produzioni, sarà in Europa per un viaggio di piacere e di affari nello stesso tempo, dopo quasi otto anni. La sua gentile signora lo accompagna ed assieme visiteranno diversi paesi che da tempo non vedevano più. Molte di queste visite verranno cinematografate dalla Paramount e usciranno nel nostro numero di Ottobre.

DENNA MANADS NYHETER.

J. A. Groves är den, som fortfarande går i första ledet även denna månad. Han och hans division, som kallas Straits-Javadivisionen, är föredömet för alla, men en annan trupp med Tom D. Cochran i spetsen, är nära att rycka upp i främsta ledet, medan Cecil Graham's engelska division också går framåt med steg. Resultaten nästa månad komma säkert att bli mycket intressanta.

På andra sidor i detta nummer lovsjunga vi "Souls at Sea" för dess minnesrika öppningskväll på Globe-teatern i New York. Det tycks, som om denna blev vald för namnets skull, då det betyder, jordklotet och lovar filmen den världsuccé, som den kommer att blis.

Vi också profetera framgång för Cecil B. deMille's storfilm, "The Buccaneer," i detta nummer. Efter att ha läst manuskriptet och hört en hel del från alteljen är vi överbevisade om, att denna film är värd all entusiasm. Den är en verklig storfilm. De medspelande är utmärkt, filmen är spännande, och är en av dessa filmer där handelserika

episoder hålla intresset uppefrån början till slut.

En sida i detta nummer är fylld med med lovord till de Paramount-vänner världen över, som för årtal ha haft tillit till oss och som nu blivit belönade med en följd av storartade filmer bättre än något bolag ha framvisat. Till följd av hårda tider och förändringar har det tagit både tålmod och tro att ej tappa modet dessa.

Sista år, men både teaterägare och Paramountärer ha haft sådan tro på oss och vart bolag att det tack vare dem har varit möjligt för våra direktörer att sätta igång med de mest storartade filmer, som något bolag någonsin planerat, och sedan framvisa de mest underbara filmer, som alla komma att göra stora pengar världen över.

Savoyteatern i Helsingfors, Finland, har fått äran att vara den första teatern i utlandet att visa "Souls at Sea." Nästa månad tropas vi att kunna tala om hur filmen mottogs öppningskvällen. Premiären kommer att bevisas av vår viking, Carl P. York och dessutom av Harry A. Hammar, Paramount's chef i Finland.

Vid nedskrivandet av dessa rader är Mr. Adolph Zukor, Paramount's storechef och aliejhuwud, i Europa på sin första kombinerade semester och affärsresa på åtta år. Mrs. Zukor är i haus sällskap och de komma att besöka många länder, där de ej varit på årtal. Paramount's kameror komma att flitigt fotografera dessa visiter och vi komma att sätta in dessa bilder i vårt oktobernummer.

HET NIEUWS VAN DE MAAND

John A. Groves kijkt nog steeds uit de hoogte neer op zijn mededingers in den concurs-dans. Hij en zijn hoogvliegende divisie, bekend als de Straits-Java, wordt evenwel langzaam maar zeker in het nauw gedrongen door de divisie, geregeerd door Tom D. Cochran, terwijl Groot Brittanje onder de bekwame leiding van John Cecil Graham eveneens naar voren dringt. De uitslagen van de volgende maand zullen inderdaad spannend zijn.

Elders in dit blad vindt ge de gedenkwaardige hulde aan de premiare van "Souls at Sea," in het Globe Theatre, te New York. Het is alsof de naam van dit theatre het wereldsucces van deze bij uitstek geschikte internationale film weerspiegelt.

In dit blad voorspellen wij eveneens het een en ander voor de nieuwe Cecil B. deMille's productie, "The Buccaneer." Na het doorlezen van het scenario en de berichten uit Hollywood in aanmerking nemend, zijn wij van meening, dat we hier een film hebben om over in extase te geraken. Een grootsche film, van welken kant men haar ook besehouwt. Een imposante rolverdeling, opwindende taferelen, kortom een film, waarin ieder oogenblik iets merkwaardigs gebeurt.

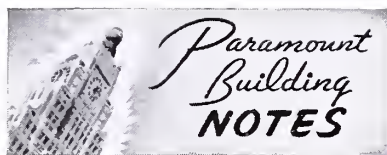
Een geheele pagina in deze editie is gewijd aan een huldebetoen aan de Paramounters in de geheele wereld, wier vertrouwen in de toekomst onzer organisatie thans beloond wordt met een reeks succesfilm, zooals wij nog nooit tevoren in omloop hebben gebracht. Rekening houdend met de ongunst der tijden in vele landen en de vele veranderingen waaraan de economische toe-

(Continued on Page 12)



PLENTY OF SEA IN "EBB TIDE"

And it will be Technicolor sea, too. Having seen many reels of the picture we'll go further and say that it's the most thrilling Technicolor ever to reach the screen. Our scene above depicts Oscar Homolka, Ray Milland and Barry Fitzgerald landing on the South Sea island so magnificently described by Robert Louis Stevenson.



By Ed. Schellhorn

Room 1005 is the Foreign Service Department's headquarters. More than likely, many of you have had correspondence and dealings with Owen McClave, head of this office, and his able associate, Paula Halpern.

They supervise the Spanish and Portuguese superimposing, have charge of the ordering of all prints, advertising, etc., for the foreign territories.

In fact, we might add, this office acts more or less as liaison between the home office and the for-

foreign field for all their wants and needs.

Everyone here is thrilled that Paramount is keeping three theatres on Broadway busy these days. "Souls at Sea" at the Globe, "High, Wide and Handsome" at the Astor and of course the Paramount with "Artists and Models."

The huge electric sign which covers the whole front of the Astor is a delight to behold. It cuts capers, plays tricks and gives hints of the story of the picture. Ducks dive for fish, elephants ride velocipedes, dogs bark at the moon and snap at their tails. Even camels turn about nonchalantly and bite off their humps. It's the talk of the town!

Short Notes: Jack Benny dropped in to see Mr. Hicks before he sailed for a vacation in Europe. Needless to say, he got plenty of hints

FLASHES

"The Last Train From Madrid" has been a terrific success at the Nacional Theatre in Havana, Cuba, according to Manager Jasper D. Rapoport. Throngs seeking to enter the theatre were so great that police reserves had to be called out, and thousands were unable to gain admission. A swell advance campaign, in which Mr. Rapoport collaborated, of course played its part.

According to telegraphed stories, Gary Cooper will be with Claudette Colbert in "Bluebeard's Eighth Wife."

The new Mae West picture will be started September 6th, will be titled "Every Day's A Holiday," and Edmond Lowe will be leading man. A. Edward Sutherland will direct.

Raves on the London success of "Easy Living" continue to flash across the Atlantic. Paramount is certainly making the hit comedies.

about the foreign department.

Biggest rave of the year: C. B. De Mille's grand words of praise for Franciska Gaal—which should make our friends in Hungary plenty proud.



Gladys Swarthout, who will shortly start work in "The Yellow Nightingale," was guest with her husband, Frank Chapman, at a press party when recently in Paris. At the left is Henri Klarsfeld, Administrateur Delege of Paramount's French company.

THESE PARAMOUNTEERS HAVE OCTOBER FOR THEIR BIRTH MONTH

1 Mr. J. Juliachs.....Barcelona	7 Mr. J. Gonet.....Bruxelles	Mr. A. Aboaf.....Rome	Miss Swindell.....London	Miss L. Tarrant.....Manchester
Miss T. S. Moguer.....Seville	Mrs. J. Soldati.....Bruxelles	Miss Mathieson.....London	J. Fitzsimons.....Dublin	Mr. H. Steinberg.....Sao Paulo
Mr. L. Piana.....Genoa	Mr. Drivett.....London	Miss A. Holt.....Cardiff	A. Wilson.....Newcastle	Mr. C. Young.....Glasgow
Mr. A. Santamaria.....Buenos Aires	Miss I. Pervoe.....London	Miss Colombo.....London	Mr. A. Boss.....Melbourne	Miss J. Carrick.....Newcastle
Mr. J. Royer.....Paris	Mrs. Luke.....London	Miss J. MacKay.....Glasgow	Mrs. Adair.....London	25 Miss J. Carles.....Marseilles
Miss Biggs.....London	Mrs. Jarvis.....Glasgow	Mr. Greenfield.....Newcastle	Mrs. Croudson.....Leeds	Mr. A. Lissens.....Bruxelles
Mrs. Goff.....London	Mr. A. Coelho.....Home Office	Miss F. Davies.....Liverpool	Mr. T. Nagasawa.....Osaka	Miss E. Tagliacozzo.....Rome
2 Miss A. Seminario.....Lima	Mrs. H. Ozawa.....Tokyo	Mr. F. Heger.....Vienna	Miss Pretty.....London	Mr. C. Oliveira.....Rio de Janeiro
F. Gmyrek.....Katowice	Miss M. Matutano.....Valencia	Miss B. deMaydell.....Berlin	Mr. M. Yase.....London	Mr. Woodhead.....Leeds
Mr. I. Corper.....London	Serg. Day.....London	Mrs. J. Zappelli.....Marseilles	Mr. L. Horton.....Glasgow	D. Jones.....Birmingham
Miss J. White.....Glasgow	Mr. W. Green.....London	Miss P. Vogtschmidt.....Amsterdam	Miss G. Hardy.....Manchester	Mrs. Stevens.....Cardiff
Miss J. Potts.....Newcastle	Mr. G. LeRoi.....London	J. Zelakiewicz.....Warsaw	Miss Neal.....London	26 Mr. G. Pettivalet.....Paris
Miss P. Adler.....Sydney	Miss M. Davey.....Sydney	Miss T. Ortolu.....Valencia	Miss Holmboe.....Birmingham	Mr. A. van Puymbroeck.....Bruxelles
Mr. J. Boulter.....Melbourne	Mr. A. Braga.....Rio de Janeiro	Miss Bryant.....London	20 Mrs. A. Olivier.....Reims	Mr. E. Garcia.....Barcelona
Mr. J. Warren.....Wellington	Mr. Trotman.....London	Mr. H. B. McMullan.....Liverpool	Mr. T. Kawakami.....Osaka	Mr. A. Morris.....London
Mr. R. Graham.....Adelaide	Miss Smith.....Manchester	Mr. J. Paiva Meira.....Sao Paulo	Miss P. Balsas.....Barcelona	Miss R. Wieneke.....Brisbane
3 Mr. Y. Nicolas.....Marseilles	Miss Weatherill.....Leeds	Miss Kemp.....London	Mr. R. Dwyer.....Liverpool	Mr. M. Roth.....Buenos Aires
Miss E. Prandoni.....Montevideo	H. Bates.....Birmingham	Mr. Breach.....London	21 Mr. E. Roca.....Seville	Mr. A. Pueyo.....Barcelona
Mr. H. Gerard.....London	Mr. K. Kremsner.....Vienna	Miss F. Sutterlin.....Basel	Miss Fossitt.....London	M. Kolassa.....Katowice
Mr. Holmes.....Newcastle	Mr. D. Domning.....Berlin	Miss Porter.....London	Mr. Nicker.....London	Mr. M. Rustia.....Trieste
Mr. Leonard.....Newcastle	Miss Cohen.....London	Mrs. Bolton.....London	Mr. D. Gilpin.....Manchester	Miss D. Wilson.....Leeds
Miss M. Garrick.....Newcastle	Miss Freeman.....London	Mr. G. Hunter.....Glasgow	Mr. R. C. Shaw.....Melbourne	Mr. Robinson.....London
Mr. Miller.....Leeds	Miss C. Andrews.....Sydney	Mr. R. Tier.....Paris	Mrs. Cox.....London	Miss E. Halfper.....Leeds
4 Mr. J. Weening.....Amsterdam	Mr. W. Blood.....Adelaide	Mr. K. Takii.....Osaka	Mr. Lewis.....Manchester	A. Riley.....Birmingham
Mr. A. Hirsch.....Berlin	Miss D. Cuthbert.....Sydney	16 Mr. P. Bernal.....Barcelona	22 Mr. J. Robertson.....Barcelona	Mr. H. Hammar.....Helsingfors
Mr. Padmore.....London	Miss K. Dunn.....Melbourne	Mr. R. Tortosa.....Barcelona	Miss L. Araujo.....Lisbon	R. Schiller.....Prague
Mr. T. Grieve.....Glasgow	Mr. Franccombe.....London	Miss P. Castaneda.....Barcelona	Mr. A. Bocchi.....Naples	Mr. J. Fischer.....Basel
Mr. T. Hurney.....Sydney	Mr. Maidment.....Cardiff	Mr. F. Morgan.....London	Mr. Moore.....London	Mr. W. Dalchow.....Frankfort
Mrs. A. G. de Pepe.....Buenos Aires	Miss Morris.....Cardiff	Miss A. Goicochea.....Buenos Aires	Mrs. Arcott.....London	Mr. Hook.....London
Miss O. Maguire.....Wellington	Miss H. Winkels.....Dusseldorf	Mr. Foster.....London	Mr. Privett.....London	Mr. Chandler, Sr.....London
Mrs. Barton.....London	Miss Fearn.....London	Mrs. Collard.....London	Mr. Pepper.....London	Mrs. Elkington.....London
Mr. B. Young.....London	Miss M. Hall.....Liverpool	E. Parker.....Cardiff	Mr. Parry.....Liverpool	Miss S. Ward.....Glasgow
Mrs. Smith.....Newcastle	Mr. B. Abotomey.....Brisbane	Mr. R. Guilfoyle.....Home Office	23 Mr. S. Romano.....Barcelona	Miss Nuttall.....Manchester
5 Miss E. Grant.....Cristobal	Mr. H. Pettifer.....Melbourne	Mrs. A. Osterberg.....Stockholm	Miss C. I. Hugo.....Barcelona	Miss E. Small.....Liverpool
Miss R. M. Moreno.....Bilbao	Mrs. Cabell.....London	Mr. D. Cohen.....Paris	Mr. I. Powys.....Brisbane	29 Miss M. Henschel.....Berlin
Miss A. Grolami.....Rome	Mr. McKernan.....London	Mrs. M. Thibaut.....Marseilles	Miss Daines.....London	Mr. L. Gross.....Leeds
Mr. M. Palladini.....Genoa	Mr. Elsmore.....London	A. Robertson.....Newcastle	Miss Brighton.....London	Mr. T. Horton.....Perth
Miss I. Wynter.....Sydney	Mr. Johnson.....Newcastle	Mr. Pittman.....London	Mr. B. Borland.....London	Mr. A. Lichtschindl.....Vienna
Miss Jerkins.....London	11 Mr. A. Gross.....Strasbourg	Mr. Harvey.....London	Miss Martin.....London	Mr. J. Thomachot.....Bordeaux
Mr. K. Burger.....Vienna	Miss M. Polanco.....Barcelona	Mr. Fleming.....Manchester	Miss R. Beacock.....Leeds	Miss M. Gerstel.....Berlin
Miss L. Metlicka.....Vienna	Miss V. Bertossi.....Trieste	Mr. M. Voyer.....Lille	Miss M. Gregory.....Auckland	Miss Beck.....London
6 Miss Halkett.....London	Mr. A. Govinden.....Singapore	Mr. G. Lorentzen.....Paris	24 Mr. R. Palengat.....Paris	Miss Bunce.....London
Mr. A. Goldman.....Leeds	Mr. George.....London	Miss H. Larche.....Bordeaux	Mr. M. Isreal.....Lisbon	Mr. Read.....London
Miss Livermore.....Newcastle	12 Miss D. Hume.....Sydney		Miss Christiansen.....London	Mr. Payne.....London

Paramount's

INTERNATIONAL NEWS

OCTOBER 1937

VOLUME 4 NO. 10



SHANGHAI



TRANSATLANTIC



BARATARIA



LONDON



HELSINGFORS



SPAIN

**FOCAL SPOTS OF PARAMOUNT
INTERNATIONAL IMPORTANCE**

**DETAILS
INSIDE**

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane

Vol. 4

October, 1937

No. 10

STEADFAST

September Tenth brought us from Toyko a cable expressing the fine pride which General Manager Tom D. Cochrane and all of us feel for the Paramounters who have remained through thick and thin, shot and shell, horror and hell in that cataclysm which the world knows as Shanghai. The cable told admirably of what Manager Jim Perkins and his courageous co-workers are doing for the enhancement of Paramount prestige. It said: "Grand Theatre reopens today with 'Easy Living.' Business will not be normal but our actions provided exhibitors with a film supply and the future will take care of itself." There is one of the most glowing pages in Paramount history, and we in our humble fashion are expressing the pride of the entire organization when we pay tribute to the courage of Paramounteer Perkins and the loyal men and women who stayed with him.

WANTED

Badly needed is another entry — or a batch of them—in the Quigley Award contest. While it is true that samples of Paramount exploitation work in various parts of the world have been featured in the exploitation pages of *Motion Picture Herald* for several months past, the fact remains that it has been many months since a complete campaign has been entered for the Award. This should not be so; especially with the fine array of product rolling our way. If you will recall, 1936 was most promising for Paramount, and we took prize after prize.

CONVENTIONS

This issue is memorable for the fact that it reports three of the most significant conventions ever held in the history of Paramount. London, Helsingfors and Sydney were the locations of these memorable meetings, and no three points could be more widely separated geographically. Yet all three of them saw tribute paid by excited Paramounters to the greatest array of film product ever assembled at one time for sales viewing. Things are certainly happening within the Company when thrilling product is spread before us in such dazzling array, and our joy over this fact is transcended only by the wealth of significance in that cute phrase which you have heard before, but never really appreciated until now—"You ain't seen nuttin' yet!"

"EBBTIDE"

You cannot help but regard this as one of the most significant Paramount Pictures ever made. It is, first of all, the first Technicolor epic of the sea, and the marine scenes are things which transcend

mere powers of description. It has produced a quartette of thrilling performances by the four featured players. Its story is pure cinema, moving from climax to climax with the inevitability of destiny. It has what is beyond all question the most exciting storm scene ever filmed. And in the traditional "two words" of this industry of ours, it is a "great picture."

KALEIDOSCOPE

Our cover this month is designed to catch something of the whirling torrent of world events in which we live today. The battle-scarred street of Shanghai is characteristic of the seething holocaust which has enveloped Manager Jim Perkins and his band of loyal Paramounters. The Normandie speeding across the Atlantic has carried Mr. Hicks eastward and is hurrying Mr. Zukor westward. In London's Grosvenor House has been held the most successful and significant Paramount convention in the entire history of the Foreign Legion. Caravaning around the entire seacoast of Australia is Managing Director Harry Hunter, bearing prints of four of the finest Paramount pictures ever sent to that land. He is showing them to exhibitors in the greatest concentrated sales campaign the land has ever seen. The taped window in Spain is in Paramount's Barcelona head office: the reason for the tapes is unnecessary in this day and age, gunfire being what it is, and glass being also what it is. The close-up of Malaya points to where Paramount's "Booloo" is being filmed as one of the most unusual jungle films of all time. Barataria is the locale of Cecil B. (uccaneer) deMille's greatest action film, "The Buccaneer." And in Finland we find the magnificent new Kino-Savoy



Here are Mr. and Mrs. Adolph Zukor arriving at the Gare St. Lazaire, Paris, during August last. They are now en route back to New York and Hollywood after a series of most pleasant meetings with Paramounters in Continental Europe and England. They are on board the Normandie and will arrive in New York October 14.

opening with "Souls at Sea" and giving not only Helsingfors, but the entire country, one of the celluloid record-breakers of all time. Many other great events, not includable on the cover, are found throughout the following pages.

LLOYD

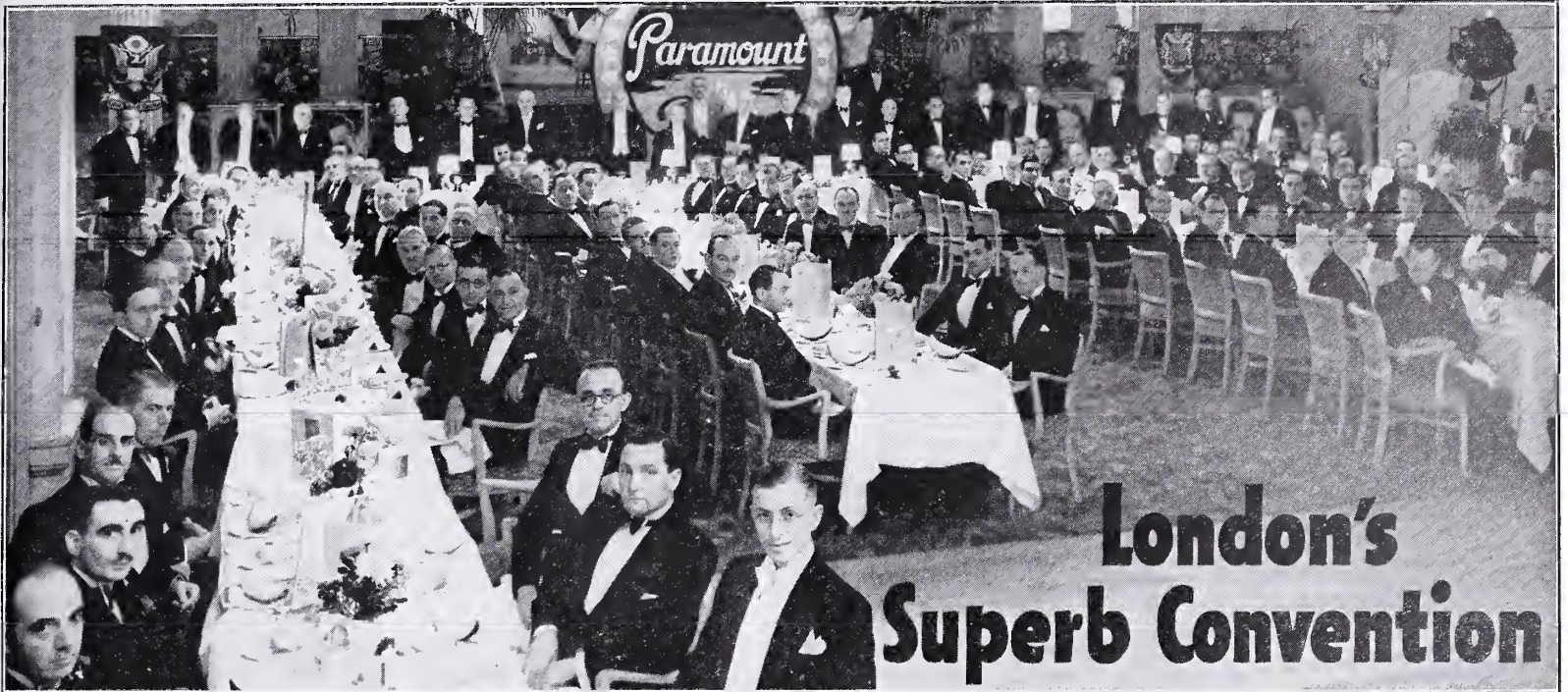
When you glimpse "Wells Fargo"—and the treat will come very soon now—your reaction is going to be something along the lines of "Thank de Lloyd." We mean no disrespect in this phrase, and we feel sure that none will be inferred. We merely have chosen another form in which to express the belief that "Wells Fargo" is going to give Paramount a film equally as important as was "The Plainsman" of last season. Some of the overseas Paramounters have seen a couple of reels of the picture, and we have seen some more of it here. We have read the script and pored over countless hundreds of stills. We have all the proof we want to predict a grand success.

HAROLD

Meanwhile another Lloyd, whose first name is our caption, has been proceeding with the meticulous patience and infinite care that have characterized his great comedy productions since he stepped out of the two-reelers into the multiple-reelers. Secure in the knowledge that a good laugh is better than ten thousand barren images (a non-Chinese motto), he proceeds on the assumption that he would much rather be right than wrong, even though that right be years in the making. All of which is but another way of saying that the cameras will shortly turn on Harold, even as long-suffering patience sooner or later bares fangs to procrastination. And if Harold sets thugs on us for this paragraph, remember that we died bravely for good old Alma Paramount, and for the memory of those fine Harold Lloyd pictures which have done so much for Paramount, and for Harold Lloyd, in the not so distant past.

"ANGEL"

Ernst Lubitsch, who uses a cigar instead of a megaphone, and who turns out damn fine pictures with unerring aim, couldn't wait for the mails to tell him how the London Conventioners liked "Angel." So he had his friends of the Foreign Legion's grapevine get the news for him. And back it came in the form of a cable from Chief Legionnaire John W. Hicks, Jr., saying: "All Delegates thrilled with Angel and consider it box office natural, grand entertainment, and Lubitsch at his very best." That calls for a box of cigars from you Ernst. And let them be as light as Angel's wings.



London's Superb Convention

A convention-and-banquet event which left film industry and trade paper executives gasping for new superlatives was staged by Paramount in London on September 25th and 26th. The locale was the famed Grosvenor House, and the occasion represented the first time in the entire history of Paramount that Company executives of the Continental and Great Britain Divisions had foregathered in London in the presence of the founder of the Company and the Chief Executive of the Foreign Department. It was, from every trustworthy account, the most glittering and inspiring event of its kind in Paramount history, and one longs for the license of a film reviewer in order to de-

scribe it in as flattering terms.

ARTISTIC TRIBUTES

In connection with the success of the London Convention, tribute must be paid to Earl St. John for his dazzling banquet stage show presentation; and to F. L. C. Thomas for his splendid publicity arrangements, and for the many candid camera shots of personalities and performances, which he personally lensed.

It is most aptly evident from trade paper and press reviews that the success of the event was largely attributable to the presence of Mr. Zukor. His first visit to London in many years at a crucial moment in British film history lent a vital fillip to the proceedings. This was evidenced by the presence at the banquet of men of title, of major industry significance, of outstanding political importance. It was

evidenced by the presence of the heads of all competing film companies, present to pay homage to the most significant living personality in pictures today.

The meeting, which opened with the gathering shown in one of the scenes on this page, commenced on the morning of September 25th, under the chairmanship of Managing Director J. C. Graham. At his right sat Mr. Zukor, with Mr. Hicks on his left. Also at the convention head sat Messrs. Fred W. Lange, Montague Goldman, Earl St. John, Henri Klarsfeld, Andre Olsen, Carl P. York and Americo Aboaf. (In the course of his address Mr. Hicks deeply regretted

(Continued on Page 16)

THE SOUL OF PARAMOUNT

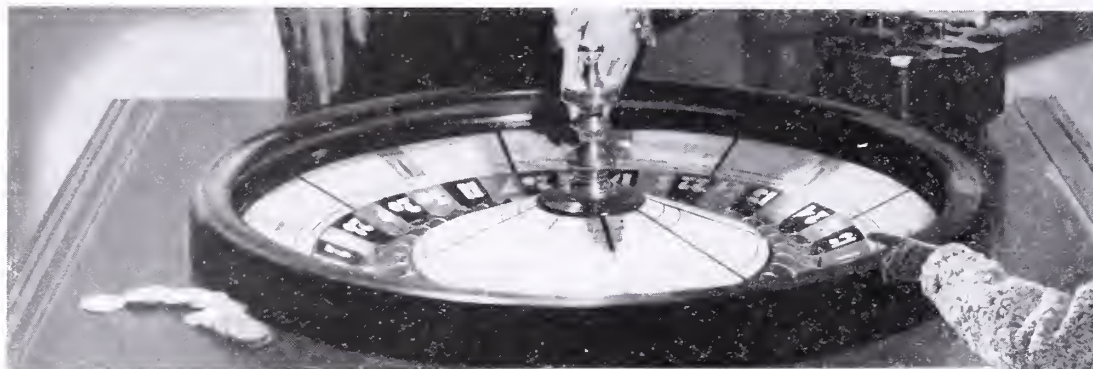
In the course of his uplifting banquet address Mr. Hicks said that every great organization must have a soul. "And," continued Mr. Hicks, "Adolph Zukor is the soul of Paramount."



Right: Alexander Korda and Lord McGowan conversing with Mr. Zukor; Fred W. Lange and Arthur Segal; Earl St. John, Montague Goldman watching Andre Olsen hammer home an argument to Edward Ayres, Henri Klarsfeld; John Cecil Graham and Ike Blumenthal.

Below: Convention gathering, with Messrs. Zukor, Hicks, and Graham, and Division Leaders, on the dais; Mr. Hicks beams as Messrs. Zukor and Graham meet; Mr. and Mrs. Zukor arriving at Grosvenor House; part of Earl St. John's gala floor show.





DECEMBER'S TURN OF FORTUNE'S WHEEL WILL TELL A DRAMATIC TALE OF VICTORY

**Mary Carlisle, Paramount Player, Says
That Victory Will Go to the Division
Leaders and Countries Out in Front.**

Meanwhile the passing month has seen the leadership maintained by John A. Groves and his Straits-Java territory. These two are likewise still over quota. John Cecil Graham moves up to second from fourth, Harry Hunter to fourth from fifth, John L. Day, Jr., to sixth from ninth, and John B. Nathan to tenth from thirteenth.

All changes in the positions of the countries will be found listed below. The standings of course are as of September First, thus recording the fact that eight months of the contest had thus passed. An additional month of time has meanwhile elapsed, plus time for this news to get to you. Actually, in most instances, only two months of fruitful time still remain ahead of you. You should know best how to utilize it.



WHAT THE CONTEST SHOWS AS OF SEPTEMBER 1, 1937 BY COUNTRIES

This Month		Last Month
1	Straits-Java	1*
2	Philippines	2
3	Great Britain	5
4	Japan	3
5	Australia, N. Z.	8
6	Italy	4
7	Peru	9
8	Sweden	6
9	Czecho-slovakia	10
10	Brazil	12
11	China	7
12	Chile	17
13	Roumania	13
14	France	11
15	Finland	14
16	Norway	15
17	Mexico	16
18	Colombia	19
19	Panama	22
20	Argentina	23
21	Jugo-Slavia	18
22	India	21
23	Poland	25
24	Denmark	27
25	Puerto Rico	20
26	Hungary	24
27	Cuba	28
28	Holland	26
29	Guatemala	29
30	Germany	30
31	Uruguay	31
32	Austria	32
33	Trinidad	33

* Over Quota

BY DIVISIONS

This Month		Last Month
1	Groves	1*
2	Graham	4
3	Cochrane	2
4	Hunter	5
5	Aboaf	3
6	Day	9
7	Villar	7
8	Klarsfeld	8
9	York	6
10	Nathan	13
11	Ballance	11
12	Pratchett	12
13	Olsen	10

* Over Quota



CURIODDITY

The only pith helmet in this scene shades Cecil B. deMille, the coolest of directors making the hottest film of his career. (Please confirm or deny, Mr. deMille.)

ANOTHER GREAT EPIC OF THE SEA

"Ruler of the Seas" enters another vital stage of production with the signing of Commander H. G. A. Woolley, late of the British Navy, as chief technical adviser of this epic of the Cunard White Star line.

CHINA, CRADLE OF COURAGE

Jim Perkins, Ben Proulx, and Their Respective Staffs Definitely Classed with the Great Heroes of Paramount Organization

Epics of courage were written with broad, selfless strokes by a number of Paramounters in China during August and September. In a world gone berserk these men and women retained sanity not only for the protection of vital personal and company interests around them, but also for the larger purpose of aiding and protecting hundreds and even thousands of other human beings who had lost all hope, all comprehension, all knowledge of what actually was occurring around them and to them.

The saga commenced late in August, when Shanghai became a city impossible of description. At that time Manager Jim Perkins was in Hongkong on business, leaving the Shanghai office in the capable hands of Assistant Manager Y. Kao. Mrs. Perkins was also in Shanghai when the reign of terror commenced. Frantic cables from Home Office in New York could elicit no information regarding the Paramounters in Shanghai, or Mrs. Perkins. Finally word came via General Manager Tom Cochrane in Tokyo that Jim was on board ship en route from Hongkong, but that the boat would go to Japan instead of proceeding to Shanghai. This delayed Jim's return several days.

Finally he reached the Chinese city, to find what all the world has had reported to it via cable and camera, and also to find urgent messages from Mr. Hicks to have him take whatever vital steps might be necessary in order to preserve life and limb. Jim weighed the entire situation with characteristic calm and courage, and reported that he was "staying on," and that he did not consider the situation "hopeless."

From that point on, however, the situation did get worse. Shanghai was bombed—thousands of lives were taken—internationals paid with their lives for their courage in staying—and Jim Perkins and his Paramounters still clung on. They had a duty and a mission: they had property to defend, a long and honorable record of Company achievement to carry forward. Soon all but two of the American film companies had evacuated the city; Paramount and one other stayed on. Jim Perkins and Mrs. Perkins stayed on. Hostilities veered off to another salient and the Chinese theatres commenced to reopen. Paramount and this one other company were there to service them. Films were available, and the Chinese exhibitors were eternally grateful. The Chinese nation was grateful, for films took something off the edge of horror from minds harassed by the madness of war.

And that is the status of Paramount's Shanghai activities at the time that we go to print, excepting that it is expected that Jim Perkins will shortly receive the vacation leave that was due him when hostilities broke out, and which he forewent at that time in order that he might 'carry on' and keep Para-

SHANGHAI'S HEROIC PARAMOUNTEERS

Here is our Roll of Honor of those Paramounters who stayed at their posts in Paramount's Shanghai exchange while the guns blazed death and destruction, and all around them was a veritable hell on earth:—

J. E. PERKINS (Manager)
Y. KAO
F. C. H. LIANG
MISS E. LITTLE
A. J. DOVEN
JIMMY WOO
DAVID YANG
C. S. LOH
S. P. CHANG
C. L. CHOW
K. S. WOO
T. S. KOU
S. L. CHENG
YEU TING
K. C. MAO

A valiant salute to them all. They have written an imperishable page in the great and glowing history of Paramount!

mount's line of service unbroken. When the time comes for Mrs. Perkins to accompany him to their native United States, they will leave with the knowledge that Mr. Kao and the entire staff will carry Paramount's work forward in magnificent fashion.

Hongkong's Horrors

A cataclysm of a different nature called for the services of Manager B. Proulx and his Paramount



COURAGEOUS PARAMOUNTEERS OF SHANGHAI

This group, with the people unidentified by caption, is the only photograph of the Shanghai staff available in New York. We know however that Mr. Perkins is in the centre of the rear row, that on his left is Assistant Manager Y. Kao, who will handle the office in the possible event of Mr. Perkins going on deferred vacation. On Mr. Perkins' right is Miss E. Little.

ORIENT DIVISION PAYING TRIBUTE TO T.D.C. IN 4-MONTH "COCHRANE DRIVE"

It certainly pays us newshounds to read the trade papers. The fact was kept mighty quiet elsewhere, but *Variety* got wind of it and published the fact that the Paramounters of Japan, to celebrate the 15th anniversary of the Paramount organization in that land, have generated a powerful "Cochrane Drive" to cover the months of September, October, November and December.

It's more than likely that this powerplus effort will have a powerful influence on the ultimate standing of the Cochrane Division in the current international contest.

staff on the evening of September 4th, when Hongkong was visited by the most devastating typhoon in the city's history. No words of type and ink could ever express the fury of this appalling visitation more adequately than the press pictures showing huge ocean liners piled up in the city's streets, of other vessels carried over low-lying portions of the city and smashed into the racetrack grandstand. In such a catastrophe the loss of life ran into the thousands, the number of homeless into the tens of thousands.

An immediate official call for help was directed at the principal commercial organizations in the city. Because of his splendid standing with officials, Mr. Proulx was one of the first called. At

dawn on the morning of September 5th, he and several other members of the Paramount organization set to work to fit up the Jockey Club quarters for the refugees. More than one thousand of these were the charges of the Paramounters for more than 48 hours, by which time the Red Cross and other fine organizations were able to absorb them. Meanwhile cholera and other contagious diseases had broken out, yet this factor did not deter the Paramounters. Their duty was to humanity, and they did it without question.

So the Paramounters of Shanghai, and of Hongkong, join those other Paramounters of Spain in carving memorable pages in our Organization's colorful history.

TOM D. COCHRANE, LEADER OF ORIENT DIVISION, IN NEW YORK



The grand stalwart of the Orient, our own Tom D. Cochrane, reached New York City on October 4th, just as this issue of Paramount International News was heading for the press. He carried in his eyes much of the strain and stress of the cataclysmic events through which he has lived during the past several months, and preferred to wait until next month's issue before reducing his experiences and impressions to print. We therefore had no alternative but to accept this dictum, and to keep our typewriter oiled for a truly vital announcement. But at least we can say that it was a joy to see Tom again, and to bid you hang breathlessly onto our promise for next month.



PARAMOUNT'S NEW THEATRE AT BIRMINGHAM, ENGLAND, OPENS IN A BLAZE OF TRIUMPH

The following highly informative account of the premiere of Paramount's Birmingham Theatre was written by Mr. F. L. C. Thomas, Director of Advertising and Publicity in Great Britain.

A theatre destined to occupy an important position in the life of the Midland Capital, the splendid new Birmingham Paramount Theatre opened its doors to the public for the first time on September 4th.

The latest in Paramount's circuit of provincial key theatres which have carried the message of presentation throughout the United Kingdom, Birmingham's new Paramount can justly claim to be something more than a super show-house of pictures.

Paramount's campaign for the better presentation of films which was inaugurated when the Plaza Theatre, London, opened its doors some years ago as the first super show-house in Europe, has progressed with the additions to the circuit of palatial cinemas in provincial cities, of which Birmingham's is the latest. The company can justly claim that the progress of film technique in film production has been paralleled by unheard of progress in exhibiting methods, and this improvement is largely trace-

able to the policy of using showmanship methods in cinemas which are themselves beautiful and dignified buildings, worthy of a modern city.

The Lord Mayor, Alderman Harold Roberts, who was present at the opening ceremony, said that the theatre was not only an adornment to an important thoroughfare, but it represented a fine improvement in the city's town-planning scheme. His Lordship also mentioned that Paramount had kindly consented to donate the proceeds to the Birmingham Combined Hospitals Centre.

Architecturally, the exterior of the building is impressive without being in the least garish, and the artistic use of neon lighting provides an illustration of how this modern form of illumination can be employed without a breach of aesthetic taste. Internally, the same character of luxury combined with refinement is continued.

After a witty speech by Sydney Howard, the famous stage and screen comedian, who interrupted a holiday at Brighton to be present, there followed a speech from the Lord Mayor of Birmingham in which he made the remarks alluded to above. In the inaugural programme which followed "The Charge of the Light Brigade" was the principal feature and the art of Paramount stagecraft provided a brilliant visual and musical setting for the picture. BRITISH PARAMOUNT NEWS held a place of honour in the programme, and future policy of the theatre was attractively envisaged on the screen in the course of an organ interlude by Al Bollington, which introduced a graceful ballet ensemble.

What Birmingham is thinking about the latest acquisition to the architectural and entertainment amenities of

its fair city was apparent from the atmosphere inside and outside the Theatre. Crowds lined the streets to watch the arrivals and remained throughout the evening, admiring the impressive exterior; while inside, the pride and pleasure which leading

AUSTRALIA'S FINE PRODUCT BOOK

Modelled appropriately along the lines of the American volume, the announcement book of the 1937-38 Paramount product produced in Sydney is a handsome publication which must surely have pleased all the exhibitors of Australia and New Zealand. Its foreword carried impressive messages from Messrs. Adolph Zukor, John W. Hicks, Jr., and Harry Hunter, and the early pages also serve to introduce all of the Company's state managers.

PRATCH'S CAPERS

Following the sensational success of "Souls at Sea" in Havana, the local 'Revolucionarios' are planning great things for "High, Wide and Handsome." Here is shown Division Manager A. L. Pratchett doing some amateur billposting himself—or else calling attention to his characteristic resemblance to the film's title.

Manager J. D. Rapoport has also sent additional pictures of "Souls at Sea" exploitation, as well as a pledge that the new Paramount Week, to be held in early January, will top every other similar event in the territory's history.

Birmingham citizens felt was unmistakably apparent. The importance of the occasion was emphasized by the presence of a large representation of Birmingham's Civic authorities, and from London came a group of press personalities representing the cinematograph trade papers and the national press. Mr. John Cecil Graham was present in person to greet his guests, and others who shared the honours of a memorable evening were men like Arthur Segal, managing director of Paramount Theatres, Earl St. John, director of theatres, Leslie Holderness, supervisor of theatres and Evan H. Perkins, director of theatre construction, and others who had played a great part in bringing one more splendid theatre in Paramount's chain into existence and successfully starting it off.



Due to pressure of space occasioned by the sheer splendour and inspiration of the London Convention, we are compelled to omit photographs of the Birmingham Theatre. These will appear next month.

AUST.-N.Z.'S 17TH ANNUAL CONVENTION

Harry Hunter's First Major Meeting a Thrilling Success

Four months after his epochal arrival in Sydney as Managing Director of Australia and New Zealand, Harry Hunter has scored a super-sales bulls-eye with his first convention. This important meeting, the seventeenth annual event of its kind, was held at Paramount's Home Office in Sydney on August 30, 31 and September 1st. These were three thrill-packed days during which delegates from all Australian states and New Zealand, as well as executives from the company's head office, saw the most magnificent array of completed product ever screened and listened to new organization plans and policies designed to place the company irresistibly in the forefront of the motion picture

INGENIOUS MENU

The following edibles were consumed at the Australian Convention Banquet held in Hotel Australia, Sydney, on September 1st:

MENU

High Wide and Handsome
OYSTERS
Mountain Music SOUP
Popeye Fillets your SOLE
A Olive wiv Olive
Easy Living CHICKENS
Exclusive Peas and Potatoes
Angel ICE with Dietrich titbits
CAFE Lamour

industry.

Mr. Hunter and his aides—William Hurworth, general sales manager; James A. Sixsmith, secretary-treasurer, and Herman E. Flynn, director of advertising and publicity—moulded a convention perfectly

(Continued on Page 15)



CHIEF SPEAKERS IN SYDNEY MEETING

Managing Director Harry Hunter, flanked on his left by General Sales Manager William Hurworth, and on his right by Secretary-Treasurer James A. Sixsmith.

BLUE RIBBON BBOOMERANGS

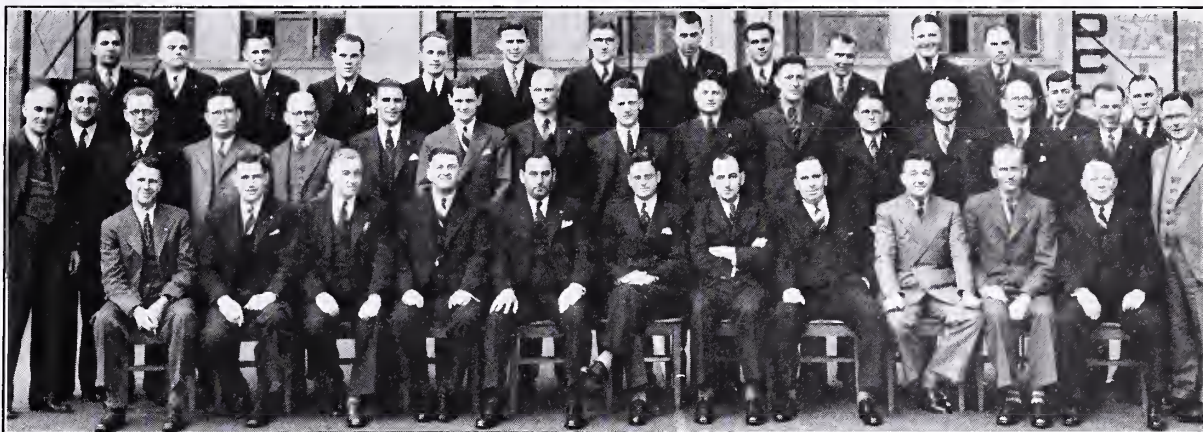
The Sydney Convention topped every similar event in the wealth of new product shown. First the Blue Ribboners were shown "Easy Living" as a symbol of their mode of existence; then they were shown "High, Wide and Handsome," expressive of what their life is going to be; then "Artists and Models" portraying the gladsome interludes that will come every once in a while. Finally "Souls at Sea"—loudly hurrahing souls riding gaily over the waves of the sea of success.

Highspot of the convention banquet was the impromptu five-minute sterdance rendered by Managing Director Harry Hunter. He had called upon all of the modest banqueters for performances, and in turn did the dance when General Sales Manager William Hurworth challenged him to fall in line with the other amateur thespians.

Advertising Director Hermann E. Flynn, whose management of the Convention elicited salvos of praise, was likewise commended for the fine slabs of newspaper publicity he secured for the event.

Stanley H. Craig, general manager of the New Zealand Division, brought a nasty slice of Enzed quinsy across with him, but quickly divorced it at a local hospital and rejoined the convention throng in time for much of the important activity.

The American cables from executives, film directors and stars were thrilling punctuation marks in the proceedings.



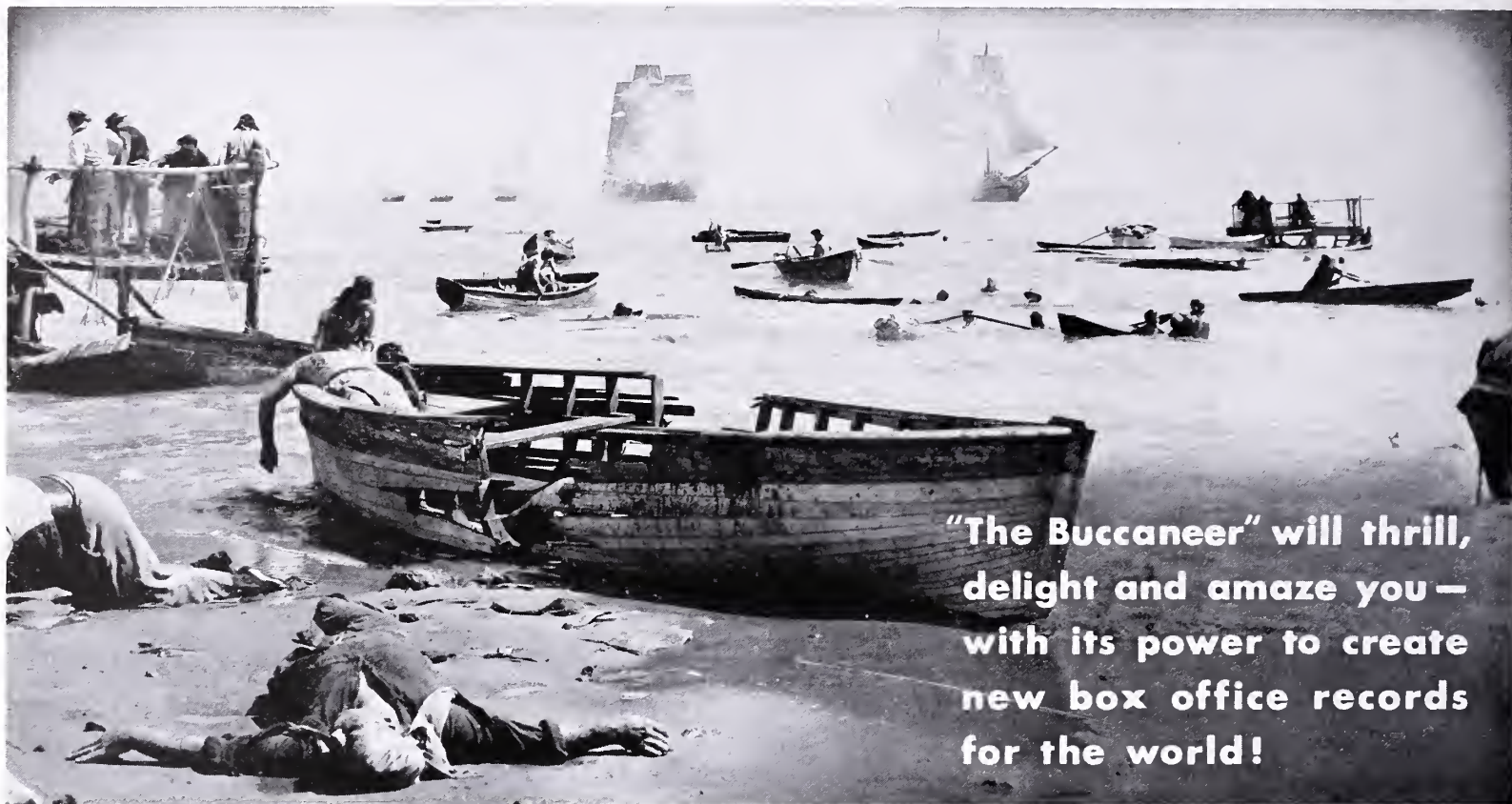
DELEGATES TO 17th ANNUAL PARAMOUNT SALES CONVENTION

Seated (left to right): Morrie Foster, Perth Branch Manager; Bill Blood, Adelaide Branch Manager; Jim Thornley, Capitol Theatre, Melbourne; Claude Henderson, District Manager, Victoria; William Hurworth, General Sales Manager; Harry Hunter, Managing Director; James Sixsmith, Secretary-Treasurer; Fred Gawler, District Manager, N.S.W.; Charles Hale, N.S.W. Branch Manager; Gordon Brookes, Brisbane Branch Manager; Bert Kelly, Melbourne Branch Manager.

Second row: Charlie Gatzward, Customs, H.O.; Noel Gehrig, Salesman, N.S.W.; Roger Logan, Accountant, H.O.; Tom Hurney, Accounts, H.O.; Mick Stanley, Despatch, H.O.; Les Warren, Salesman, Wellington; Reg. Felton, Publicity Manager, N.Z.; Frank Thompson, Salesman, N.Z.; Vic. Butler, Ad. Sales Manager, Vic.; Bob Graham, Salesman, Adelaide; Bob Henderson, Representative, Launceston; Bill McKeown, Booker, Brisbane; Jack Macaulay, Salesman, N.S.W.; Jack Taylor, Salesman, N.S.W.; Syd Herbert, Film Service, H.O.; Frank Deane, Purchasing, H.O.; Roy Howard, Customs, H.O.; Jack Edwards, Salesman, Brisbane, Hermann Flynn, Advertising and Publicity, H.O. Back row: Baden Abotomey, Salesman, Brisbane; Arthur Naylor, Statistics, H. O.; Len Jones, Ad. Sales, H.O.; Max Lovett, Ad. Sales, N.S.W.; Donald Hunter, Ad. Sales, N.S.W.; Drew Nelson, Ad. Sales, Brisbane; Harry Varcoc, Salesman, Brisbane; Charlie Donaghey, Accountant, N.S.W.; Bill Hurworth, Jr., Booker, N.S.W.; Ray Harris, Booker, N.S.W.; Frank Heydon, Booker, Melbourne.



BLUE RIBBON BANQUETEERS. Reading from the customary l. to r., these festive Blue Ribbon Paramounters are: Morris Foster, Bert Kelly, Gordon Brookes, James A. Sixsmith, Harry Hunter, William Hurworth, Claude Henderson, James L. Thornley, Fred Gawler, Charles Hale and William Blood. Two tables of the other delegates flanked this one.



"The Buccaneer" will thrill, delight and amaze you—with its power to create new box office records for the world!

THE STUDIO ANNOUNCES—

That Luis Alberni, one of the main reasons for the success of "Easy Living," will have a prominent role in Ernst Lubitsch's production of "Bluebeard's Eighth Wife," which commenced production three days ago.

That Claudette Colbert and Gary Cooper are the stars of said "Bluebeard's Eighth Wife."

That Ernst Lubitsch, its director, is also pretty well known.

That Anna May Wong is back in the Paramount studio making "Daughters of Shanghai," her first Paramount film in two years.

That the locale of "Daughters of Shanghai" is one hundred percent United States of America and Caribbean, no foot of the film going farther west than the Golden Gate.

That Beatrice Lillie, known in Burke's Peerage as Lady Peel, is at work at Emanuel Cohen's Major Film Studio playing leading lady to Bing Crosby in "The Badge of Policeman O'Roon."

That Isa Miranda has arrived in Hollywood and looks like being much more than 'slightly terrific.'

That Paramount has picked up Eleanore Whitney's option and has bound her to the company for at least another year following "Thrill of a Lifetime."

That Bing Crosby has returned to Hollywood following completion of his Eastern equine commitments and is ready to polish up "The Badge of Policeman O'Roon."

That there are grand plans afoot for Virginia Weidler, and that those who have maintained faith in this grand little performer are going to be well repaid for their patience.

That "Things Began to Happen" will be the W. C. Fields picture to follow "The Big Broadcast of 1938" and will be the instrument for bringing to the screens of the world many of the famous Fields pantomimics

MORE STARS FOR PARAMOUNT

The Motion Picture Herald (U.S.A.) in its issue of September 11th does what is the nearest approach to the workings of destiny that man can accomplish—it seeks to foretell the future. In this instance it specializes in 'Stars of Tomorrow.'

In an exclusive, penetrating and wholly logical summary of the situation it canvasses all of the proven possibilities, judged by recent performances, and portrays the 20 young men and women who, at this moment look most like being the stars of tomorrow. Of the twenty no less than 3 are Paramount personalities.

They are: Olympe Bradna (who has our hurrahs also), Franciska Gaal (more hurrahs for her), and Dorothy Lamour (just ask those who've seen "Jungle Princess").

which have made W. C. one of the world's favorite comics.

That Muriel Hutchison, who made her Paramount debut in "Partners in Crime," will have a prominent role with Gladys Swarthout and John Boles in "The Yellow Nightingale."

That Louise Campbell, who has done plenty of Bulldog-Drummond lately, has been given one of the three important female roles in Cecil B. deMille's production, "The Buccaneer."

That Lina Basquette is also in the Pirate-mount picture.

That Henry Potter, who has recently directed a brace of highly successful films for other companies, and who also has a stack of Broadway stage successes to his credit, has been given the directorial assignment on "The Yellow Nightingale," which will co-star John Boles and Gladys Swarthout.

That John Barrymore has been given

en a leading, and highly diverting, role in "True Confession," which co-stars Carole Lombard and Fred MacMurray.

That Jack Benny's first assignment under his new Paramount contract will be in "Music Over America," which will be an Arthur Hornblow Jr. production.

That Frances Farmer and Louise Campbell, actresses, have had their Paramount options lifted. Miss Farmer gives a grand performance in "Ebb Tide," and Louise Campbell is likewise grand in "Bulldog Drummond's Revenge" and "The Buccaneer."

That "Gambler's Maxim" is up on the schedule again. It is a picture about gamblers.

That Isa Miranda's first Paramount picture will be "Lady in the Tropics," with locales in Cuba and Paris. Georges Rigaud will be in support.

That John Barrymore will be seen in almost as many Paramount pictures as the Yacht Club Boys are announced for.

That Larry Crabbe will be a heavy in "Daughter of Shanghai." The studio announces it as his first heavy role. They forget "Murder Goes to College" and several others.

That Mae West will have the following men in the cast of her picture, "Every Day's A Holiday"—Edmund Lowe, Charles Winninger, Charles Butterworth, Walter Catlett—and no Yacht Club Boys. A. Edward Sutherland is directing.

That if interest in Arizona's Grand Canyon doesn't dissipate quickly Paramount will make a picture based on Shiva's Temple and called "Island in the Sky." This is the jutting peak that has been inaccessible to man for 30,000 years, and is expected to reveal amazing flora and fauna.

That in the film version of this picture the producers will go into fiction to the extent of introducing human life isolated as long as animal and plant life atop Shiva's Temple.

That Chester Conklin, fun favorite

OFFICIAL TITLE CHANGES

"Partners of the Plains" is the new and final title for the Hopalong Cassidy picture known as "The Frontiersman" and "Men Must Fight."

"Night Club Scandal" is the final and definite title of the picture formerly announced as "City Hall Scandal."

"Born to the West" has been definitely set as the final title of the next Zane Grey picture already announced with this title.

of yesteryear, will have a featured spot in Mae West's "Every Day's A Holiday."

That Henry Hathaway is definitely directing "Spawn of the North," and that George Raft, Spencer Tracy and several other prominent names head the cast.

That Muriel Hutchison, who was seen successfully in "Partners in Crime," has an even better role in "The Yellow Nightingale."

That Lew Ayres, Louise Campbell, Porter Hall, Cecil Cunningham and Elizabeth Patterson have the chief roles in "They Knew What Happened," a murder mystery involving a bunch of town gossips.

That Toby Wing finally gets on celluloid in a Paramount picture, having a role in "True Confession."

That Herman Bing has been selected as the 'dumb mug' who buys the Brooklyn Bridge from Mae West in "Every Day's a Holiday."

That many of the scenes in Isa Miranda's first Paramount picture, "Lady in the Tropics," which has a Cuban locale, will actually be filmed in Cuba.

That Virginia Weidler is to be given an important role in "They Knew What Happened," for which fact this column utters many 'huzzahs.'

The Buccaneer Bugle

CHRONICLING ALL THE NEWS THAT'S NOT TOO BLOODY TO FIT TO PRINT

Vol. I. Number XXXI

BARATARIA, July 1, 1812

Price: ONE DOUBLOON

PIECES OF EIGHT

Director deMille took time out from the filming of his gigantic spectacle to select the ten Hollywood players who have the loveliest lashes in Hollywood. He chose nine women and one man, the latter Anthony Quinn for the reason "whether he likes it or not, Quinn has eyelashes which any woman would envy." The nine fair ladies selected were: Miriam Hopkins, Claudette Colbert, Franciska Gaal, Katharine DeMille, Gladys Swarthout, Frances Drake, Margot Grahame, Marlene Dietrich and Joan Crawford.

Chief Lookout Luraschi, from his foreign crow's nest in the studio, reports: "The Buccaneer" is shaping up splendidly, and should easily be the best Foreign Department money-maker for the coming season."

William Pine, chief aide to Cecil B. deMille, was seriously but not critically hurt during the filming of the picture. A camera toppled on him from the side of the ship. The camera was splintered, and so was Pine.

During the filming of "The Buccaneer," deMille found among the extras a New York actor who had shared hard times in the big city when both were hard put for jobs. The extra became an extra no longer, but won a good role in the film.

Pre-production preparations in connection with "The Buccaneer" brought to light the origin of such expressions as "son of a gun," "Dixie," "boss" and "two bits."

The "Buccaneer Bugle" is elated over the scoop of the Battle of Baratania. Although it happened in 1812 we feel that the remoteness of the place is responsible for the news not having seeped through to any other publication.

Should any territory in any part of the world not do a greater volume of business with "The Buccaneer" than with "The Plainsman," its personnel will be brought to Hollywood (blindfolded all the way), transported thence to Baratania and made to walk the plank (without life preservers).

HOLLYWOOD (?) By special Wells-Fargo Pony Express.

According to current report around here, and possibly of interest to the world, is the news that this fellow, Cecil B. deMille is gettin' busy with another picture again. Rememberers will recall that he did somethin' about popularizin' "The Ten Commandments" a piece back, an' then proceedin' to show the world how a gal named "Cleopatra" went about breakin' them again. Between times he tinkered with some properties that had to do with "The Sign of the Cross," "The Crusades" (an' what a time he had with them knights in armor), an' lately he produced what was the greatest thriller of them all—or at least so he thought until he chanced upon a piece of writin' about a romantic rapsalion named Lafitte, Jean Lafitte to be precise.

That story hit him right in the directorial solar plexus, accordin' to onlookers, an' the next thing this collection of personalities known as a film colony knew, C.B. (that's what his best friends call him) was havin' a flock of writers, technicalicians (better check that word, don't seem right somehow) and a lot of highly efficient assistants gettin' things ready for him to say the word go. An' say it he did, right on his 56th birthday anniversary, with Mrs. C.B. following the time-honored ritual of watching the first day's work on her husband's picture.

Onlookers, strictly in our pay, were known to overhear her contention that this picture (we heard in strictest confidence that it will be called "The Buccaneer") will top everything that C.B. has ever made in the past. We questioned the word "top" and from reliable authorities learn

The Weather

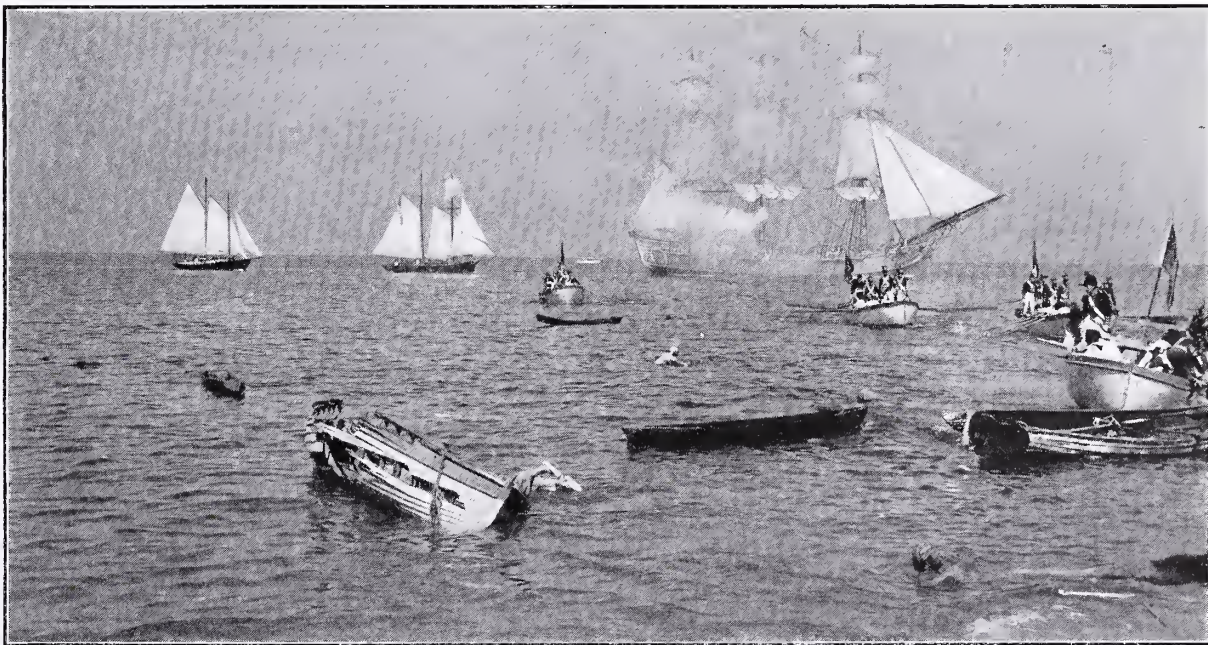
Thundering squalls along the Baratarian coast, changing to cyclones at Catalina and points north, south, east and west. Sunny vistas expected over all box-offices everywhere.

THE MARKET

For those who indulge in what is coyly known as "playing the market," we point to a new and interesting type of market which Cecil B. deMille has dug up for "The Buccaneer." Perhaps marketing customs haven't changed so much after all.

that it means to surpass, transcend or, for want of a better expression, to top. You may investigate 'surpass' and 'transcend' yourself if you wish to.

We close this despatch with the flash announcement that the picture is already being filmed and, if you will pardon our slang, looks like bein' a honey.



MANY "GREATESTS"

"The Buccaneer" reveals Fredric March's greatest performance. It reveals Franciska Gaal's greatest performance. Likewise Akim Tamiroff's. It is Cecil B. deMille's greatest picture. It is Bill Pine's greatest assistance to the producer. It is Paramount's greatest action romance.

ACTION! ACTION!! ACTION!!!

Caught by our super-Leica, especially imported because of the importance of the Cecil B. deMille production, this is a glimpse of portion of the major sea battle waged off the coast of California to provide much of the awe-inspiring spectacle of "The Buccaneer." Only three of the seven vessels of war are visible in this shot, yet the picture will show all seven as well as the terrific damage their batteries wrought to the seaport of Baratania, the home of the thousands of privateers under the leadership of Jean Lafitte.

LEO J. HORSTER WAS YEAR'S BRIEFEST VISITOR

On September 11th we welcomed to New York Leo J. Horster, general sales manager for Paramount in Germany. We were mighty happy to see him, and to learn that he would be with us for about a month. But right away he was informed that he would be returning to Europe on the Normandie with Mr. Hicks for the purpose of attending the London Convention. So early on the morning of September 15th he sailed. Next time he comes over we'll be able to tell you the color of his hair and eyes, and the cut of the snit he is wearing.



ANDRE OLSEN VISITS POLAND

Early last month Andre Olsen, general manager for Germany and Central Europe, paid a warmly welcomed first official visit of inspection to the Warsaw office. He is shown here (left) with Warsaw manager M. Czaban (center) and District Manager Rudolf Jellinek.



O MELHOR PROGRAMA DA CINELANDIA

"Paramount Jornal"
"Popeye o Marinheiro Contra Sinbad o Marujo"
"Princesa da Selva"

Aqui está o elemento que continua o melhor programa da Cinelandia, no espírito da publico e da imprensa. Seguramente a escolha deste formulário, comunicado de films, foi de uma liberdade sem par, pois obteve os melhores resultados de bilheteria desde o seu estreio no Cinema no preço de milhas de 43.000, continuando a sua série de sucesso ao império com refilhos no mesmo preço. E, destes programas que conseguem apurar facilmente tanto as crianças como os adultos de idade, idade, divertido, bom e agradável. A procura que este programa está tendo entre os Suss. Exhibidores, e realmente maravilhosa, pois o nosso programador não apenas não encontrou nenhuma dificuldade para sua realização, exigindo parentescos e domínios, apresentando colírios bem grupo de films em conjunto com este. Preservem-se pois os Suss. Gerentes das Agências para realizar melhores negócios, pensando este programa irá fazer o sucesso de sua vida, tal qual foi aqui lançado.

R. Paladini

Herewith a powerful and significant message from Senor Rudolfo Paladini, Paramount's manager for Brazil. It has been reproduced from Brazil's fighting house organ, *Paramount em Accao*.

DEEPEST REGRETS

Sad indeed are we to chronicle the news of the recent passing of Americo Aboaf's father. Our sincere condolences go to our Managing Director in Italy, and to his brother and the remaining members of the family.

PERSONAL NEWS



PARAMOUNT GET-TOGETHER LUNCHEON IN PARIS

On September 9 the chief Paramounters in Paris played host to two of the Company's foremost officers, Mr. Adolph Zukor and Mr. Stanton Griffis. The event took place "A Bord du Normandie," which is a restaurant at the Paris Exposition built in replica of the chief dining room of the steamer "Normandie." Shown in the photograph above, from right to left, are: Messrs. Stanton Griffis, Fred W. Lange, Adolph Zukor, Ike Blumenthal and Andre Ullmann.

Also present at the luncheon were Messrs. Henri Klarsfeld, Maurice Poirier, Charles Campbell, Frank Farley, W. R. Horner, A. Drion, P. Choissard, Carl Dixon, J. P. Thompson, Rene Lebreton, Vidal Gomis, L. Buddy, F. K. Abbott, Americo Aboaf, C. Peereboom and Maurice Chevallier.

GUESTS AT PREMIERE

Messrs. Rudolf Jellinek and M. Czaban (center) are guests of Messrs. Gustaw and Eliaz Lejman at the premiere of the magnificent new Victoria Theatre, Warsaw, Poland. The opening film was "Swing High, Swing Low," which was a great success. The Victoria will screen all of the new Paramount product.



STOCKHOLM'S CHINA HAS ANOTHER SUCCESS

It has been the lot of few film houses in the world to present as many successes as has Paramount's China Theatre in Stockholm, Sweden. Here is another glimpse of a familiar scene, this time with Stockholm's throngs gathered to pay tribute to "Souls at Sea."

As reported by Viking Leader Carl P. York, the picture was "a big public and press success and we expect it to deliver great returns not only throughout Finland, where it is already a smashing hit, but also throughout Sweden, Norway and Denmark."

From now on the readers of this magazine of ours can expect a continuity of success stories involving not only "Souls at Sea" but also those other confirmed Paramount hits—"High, Wide and Handsome," "Angel" and "Ebb Tide." Later will come "The Buccaneer" and "Wells Fargo," and back of them a still longer line of history-making Paramount films.

GLOWING CABLE ON "SOULS AT SEA" FROM JAPAN

The Orient is still strong for meaty films, according to the news cabled Mr. Weltner by General Sales Manager J. W. Piper, who is helming the Japan organization during the absence in New York of Managing Director Tom D. Cochrane. Says Mr. Piper: "SOULS an outstanding smash hit in special Tokyo prerelease run started today. Six other key centres report record openings topping PLAINSMAN grosses."

AN L.L. FLASH

Which means a hot note from Luigi Luraschi, the Foreign Department's able studio representative. In one of his reports he says:

"We screened 'Angel' for the foreign press this week. It was very well liked by all correspondents, who applauded generously at the end of the picture (a most unusual occurrence)."



TRANSLATORS GO CARNIVOROUS

Here's an intimate shot of Spanish-translator J. Ventura Sureda (right) and Portuguese-translator Arthur Coelho posing as a couple of the South Seas beachcombers you'll be seeing in "Ebb Tide." The two interesting objects suspended in mid-air are the legs of a couple of ex-chickens, lately roasted on a neighboring fire built in the vicinity of the Catskill Mountains, New York state. Both men were vacationing following a busy spell of title-writing on a bunch of new Paramount success pictures.

NEW JAVA SALESMAN

Introduced herewith is Mr. K. F. J. Wijmuller, recently appointed salesman in Java by General Manager John A. Groves. At the present time he is attached to the Batavia office where he working under the direct supervision of Manager Len Peuleve.



UNMISTAKABLY A PRATCHETT CABLE

Without further comment we quote the following cable received by George Weltner, assistant manager of the Foreign Department, from Chief of the Revolucionarios, Arthur L. Pratchett, once "Souls at Sea" was premiered in Havana:

AT PRERELEASE OF SOULS AT SEA COOPER RAFT BRADNA DEE PASSENGERS AND CREW OF "WILLIAM BROWN" PROVIDED TOO MUCH FOR RAPOPORT AND ME TO HANDLE RESULTING IN DANGEROUS OVERLOADING OF NACIONAL AND AUDITORIUM THEATRES AND BADLY WRECKED BOXOFFICE RECEIPTS. AFTER THREE DAYS OF VIEWING PICTURE A JURY OF 11288 PEOPLE UNANIMOUSLY PROCLAIMED PARAMOUNT GUILTY OF PRESENTING FINEST FILM ENTERTAINMENT OF THE YEAR.

NOTIZIE EMOZIONANTI

Una nuova pagina epica e' stata scritta dai membri della Paramount, questa volta in Cina, dove il personale di Scianghai sotto la guida ispirata del direttore Jim Perkins rimase al suo posto sotto il piu' infernale bombardamento della Guerra nell'Estremo Oriente. Essi sono rimasti sul posto pronti a servire i proprietari di cinematografi della Cina appena uno spostamento del teatro della guerra ha permesso ai cinema di riaprirsi in un ambiente piu' calmo. I piu' alti capi della Compagnia sono veramente orgogliosi di Mr. Perkins e dei suoi collaboratori, cosi' come da piu' di un anno sono veramente orgogliosi dei membri della Paramount in Spagna, che sono stati fedeli al loro dovere.

Questo numero del "Paramount's International News" e' stato ritardato di quasi una settimana nella sua pubblicazione con il preciso proposito di stampare notizie palpitanti delle magnifiche convenzioni svoltesi a Londra e a Sidney. Entrambi sono tanto bene illustrati che non hanno bisogno di ulteriori commenti qui. Basta dire che ognuno di essi fu espressione del rinato spirito di grandezza, il quale ci ha definitivamente forgiati nella piu' potente compagnia cinematografica del mondo.

E' pure significativo che in questo momento il fondatore della nostra Compagnia sia in Europa, presente all'ispirante convenzione di Londra. Mr. Zukor ha compiuto un'opera titanica, riportando la nostra organizzazione al primato ed e' giusto che egli incontri tanti membri europei della Paramount in questo momento. E' anche opportuno che alla convenzione di Londra sia prodotta tanta evidenza della piu' grandi cinematografie che la nostra Compagnia abbia mai creato.

Per vostra informazione le cinematografie proiettate a Londra sono state "Angelo" (Angel), "Bassa Marea" (Ebb Tide), "La Barriera" (The Barrier) e parecchi scordi del "Corsaro" (Buccaneer) e "Wells Fargo."

Mr. Hicks ha rivelato nei suoi discorsi alla convenzione che questa e' indubbiamente la piu' felice, e la piu' significativa convenzione dei membri della Paramount alla quale egli abbia mai presenziato. Queste dichiarazioni hanno certamente fatto ritornare contenti e soddisfatti i delegati alle loro sedi.

Anche questo mese facciamo cenno al nostro entusiasmo per "Il Corsaro" e ci proponiamo di parlarne fine a quando voi stessi vedrete la cinematografia e realizzerete che, non importa quanto entusiasmo avremo manifestato nei nostri scritti, saremo tuttavia ben lontani dall'aver reso giustizia alla cinematografia. Percio diciamo semplicemente che Mr. De Mille, memore dell'entusiasmo della Legione Straniera per le sue passate cinematografie, e' deciso a dare alla Legione una cinematografia che le superi tutte in successo.

Per un momento andiamo indietro di pochi mesi, ricordando il vostro entusiasmo per "Lo incontrai a Parigi" (I Met Him In Paris) e rammentiamo per vostra informazione che questa cinematografia di Claudette Colbert solleva ondate di entusiasmo in tutto il mondo. L'eco degli applausi ci e' giunta dall'India, dall'Inghilterra, dall'Australia, dal Cile, dalle Filippine, dal Messico e da una ventina di altri Paesi.

Una ben gradita visita all'Ufficio



ISA MIRANDA

The world is about to be made completely conscious of Isa Miranda, Paramount's new international star. She arrived in New York City early in September and was present at an informal meeting in President Barney Balaban's office where she again met Mr. Hicks, and was introduced to the company's chief executives. She is now in Hollywood, and the cameras will shortly start shooting her likeness out to a waiting world. In the meantime we present here an informal snapshot of her taken on board the S. S. Rex en route to America.

We have met her; we have seen her work in a number of European pictures; we have read the story of "Lady in the Tropics," scheduled as her first Paramount production. We have taken all of these ingredients into consideration in stating that we believe unhesitatingly that her initial film venture under Paramount's banner will be at least as successful as was Maurice Chevalier's presentation in "The Love Parade," or Marlene Dietrich's presentation in "Morocco."

Centrale fu quella di Leo J. Horster, direttore generale delle vendite in Germania, qui per una breve visita. Arrivo' l'11 Settembre e riparti' il 15 Settembre per presenziare alla Convenzione di Londra.

Nella Gara vediamo John A. Groves nuovamente alla testa delle Divisioni e il suo territorio degli Stretti — Giava alla testa dei Paesi. In entrambe le Sezioni bisogna applicare l'asterisco della super-quota. Tuttavia John Cecil Graham e l'Inghilterra sono potenti concorrenti. La Gara diventa ogni mese sempre piu' interessante.

SOME TRUE CONFESSIONS FROM PRODUCER CECIL B. DE MILLE

Cecil B. DeMille has cleared up the mystery of why he wears riding breeches and puttees when he doesn't ride a horse.

Laucher of the legend that all directors wear them on the set—a custom that has passed away for all except DeMille—the producer-director of "The Buccaneer" said:

"Breeches and puttees are proper garb for a director. On a crowded set, long trousers are forever catching and tearing. And when I'm on my feet all day, I find that leather puttees support my legs. Directors who work in lounge suits are missing a bet."

DeMille has sixty pairs of riding breeches and wears a different pair every day while directing a film.

This latter regulation is of course a guarantee that no DeMille picture will exceed 60 days in shooting time.

NOUVELLES NOTOIRES

Un nouvel acte de courage épique peut être inscrit au profit des Paramoutais. Cette fois c'est en Chine, où le personnel du bureau de Changhaï, sous la conduite inspirée du Directeur Jim Perkins, est resté à son poste sous le plus terrifiant des bombardements de la guerre d'Extrême Orient, prêt à servir les directeurs de théâtres en Chine dès qu'un déplacement des hostilités permettait aux salles de rouvrir. La haute administration de notre Compagnie est fière à l'extrême de M. Perkins et de ses collaborateurs, tout autant quelle est fière depuis un an des Paramoutais d'Espagne qui sont restés fermement à leurs postes.

Ce numéro de *Paramount's International News* a été retardé d'à peu près une semaine dans le but exprès de donner des nouvelles d'actualité des magnifiques conventions tenues à Londres et à Sydney. Les deux événements sont si bien illustrés qu'ils ne nécessitent ici aucun commentaire, si non la constatation du fait que chacun exprime la renaissance de l'esprit de grandeur qui nous a définitivement rendu la plus puissante compagnie cinématographique de toutes.

Il est également significatif qu'à ce moment le fondateur de notre compagnie se trouve en Europe et présent à l'inspirante Convention de Londres. M. Zukor a fait oeuvre titanique en ramenant notre Compagnie à la tête de l'industrie et c'est bien à propos qu'il rencontre autant de Paramoutais en Europe à ce moment. Il convient également qu'à la Convention de Londres soient déroulées les plus grandes productions que notre Compagnie ait jamais faites.

Pour votre gouverne, les films montrés à Londres furent "Angel," "Ebb Tide," "The Barrier" et plusieurs rouleaux de "The Buccaneer" et "Wells Fargo."

M. Hicks a révélé dans son adresse

OPWINDEND NIEUWS

Wederom hebben een aantal Paramounters een roemrijke bladzijde toegevoegd aan de geschiedenis van Paramount. Ditmaal in China, waar het personeel van het verhuurkantoor, te Shanghai, onder de inspirende leiding van manager Jim Perkins gedurende het heftige bombardement op zijn post bleef om de Chinese theater exploitanten van films te voorzien, toen sommige theaters heropend mochten worden. De directie is zeer trotsch op Mr. Perkins en diens medewerkers, evenals op de Paramounters in Spanje, die trouw hun plicht deden.

Dit nummer van *Paramount's Internationaal Nieuws* verschijnt een week later dan gewoonlijk om het laatste nieuws van de conventies, te

devant la Convention que celle-ci est la plus heureuse des conventions auxquelles il a eu la bonne fortune d'assister aussi bien que la plus significative. Sa déclaration a renvoyé les délégués à leurs postes dans le meilleur état d'esprit.

Nous sommes encore ce mois-ci aussi enthousiastes que nous l'étions le mois dernier concernant "The Buccaneer," et cet enthousiasme ne s'abatera pas jusqu'à ce que nous puissions voir par nous-mêmes que même cet enthousiasme a malgré tout lamentablement manqué de rendre propre justice à ce film. C'est pourquoi disons simplement que M. deMille, ayant à l'esprit l'enthousiasme de la Légion Etrangère pour ses films antérieurs, est déterminé à leur donner le plus éclatant de ses succès.

Que l'on nous permette un instant de nous ramener quelques mois en arrière et rappeler notre enthousiasme pour "I Met Him In Paris" et rapporter comme information générale que ce film de Claudette Colbert provoque un enthousiasme jubilant dans le monde entier. Des salves d'applaudissements nous sont venues de l'Inde, de l'Angleterre, de l'Australie, du Chili, des Philippines, du Mexique et d'autres endroits à la douzaine.

M. Léo J. Horster, directeur général des ventes pour l'Allemagne, a été le bien venu au Bureau Principal pendant une courte visite. Il est arrivé le 11 septembre et est reparti le 15 avec M. Hicks pour assister à la Convention de Londres.

Dans le Concours, M. John A. Groves est de nouveau en tête des Divisions et son territoire de Straits-Java en tête des pays. Les deux sections sont marquées de l'astérisque du dépassement du contingent. Cependant, M. John Cecil Graham et la Grande Bretagne sont là en force. La lutte devient de mois en mois plus intéressante.

London en Sydney op te kunnen nemen. Beide evenementen zijn zoo goed in beeld gebracht, dat wij meenen te kunnen volstaan met de mededeeling, dat beide conventies getuigen van den groei en bloei der machtigste film maatschappij in de wereld.

Het is dan ook van veel betekenis onzen leider tijdens een dier conventies in Londen aanwezig te zien. Mr. Zukor heeft zich enorm ingespannen om onze maatschappij weer een ereplaats in de industrie te geven en blijft voortdurend in contact met de Paramounters in Europa, die met hem op de Engelsche conventie een aantal onzer allerbeste films zagen.

De in Londen vertoonde rolprenten zijn: "Angel," "Ebb Tide," "The Barrier" en verscheidene rollen van "The Buccaneer" en "Wells Fargo."

In zijn toespraak verklaarde de Heer Hicks dat de Londensche conventie zonder voorbehoud de meest betekenisvolle bijeenkomst was, welke hij in den loop der jaren heeft bijgewoond. Zijn uitingen en berichten waren zeer zeker muziek in de ooren van de gedelegeerden.

Ons enthousiasme voor "The Buccaneer," waarover wij reeds in het vorige nummer schreven, is geenszins getaand. Integendeel! Wij vinden, dat wij een geheel nummer aan deze film zouden kunnen wijden en haar toch niet tot haar recht kunnen laten komen. Laten we daarom maar wachten tot ge de film zelve ziet en het overige overlaten aan Cecil B. de Mille's voornemen om het succes

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VIKINGS SKÖLED A GRAND CONVENTION AND OPENED A GRAND THEATRE

FINLAND WITNESSED SWELL PARAMOUNT CONVENTION AS HELSINGFORS ACQUIRED A MAGNIFICENT NEW CINEMA

On September 1st the portals of the magnificent new Kino-Savoy in Helsingfors opened to thrill a delighted public, and Finland thus acquired the most beautiful cinema within the country's borders. The house was built through Paramount inspiration, with Paramount guidance and backed by the promise of a wonderful supply of Paramount product. It is, therefore, a Paramount theatre in spirit and purposefulness.

The occasion of the premiere was made the opportunity for holding a Paramount convention of all Scandinavian Legionnaires right in Helsingfors, and as the evidence on this page attests, there was a grand representation under the inspired guidance of General Manager Carl P. York. They came to see the opening of the Kino-Savoy, halted to be thrilled by the magnificent premiere of "Souls at Sea," and remained to be cheered and made jubilant by the grandest Paramount message that Mr. York has ever been called upon to deliver.

In every sense the whole affair was a wonderful occasion for all Paramounteers concerned. The theatre itself proved to be a matter of great national pride to the people of Finland; the premiere itself was a gala event for Helsingfors; and so far as the Gary Cooper-George Raft film was concerned, Carl York reported: "The first week's business on 'Souls at Sea' in Helsingfors was the greatest that we have done in that city in many years." Nothing could be more eloquent than that.

CABLES TO MESSRS. ZUKOR AND LANGE SHOUTED JOY OF VIKINGS

At the conclusion of the Helsingfors Convention messages of sheer joy were despatched to Messrs. Adolph Zukor and Fred W. Lange.

The message sent to Mr. Zukor in London said:

Paramount Scandinavian delegate, assembled convention Helsingfors after attending most successful opening SOULS new theatre Savoy convey to you sincere appreciation for best picture produced in many year: stop Press and public reaction most favorable and complimentary to Paramount stop delegates join me wishing you and Mrs. Zukor hearty welcome to Europe hoping you will also have time visit Scandinavia Regards.

York

The message addressed to Mr. Lange in Paris said:

Paramount delegates convey great appreciation your wholehearted co-operation making convention opening new theatre Souls presentation Greatest Paramount historical event here House outsold advance public Press reaction superb Greetings and thanks for kind wires Regards.

York



HELSINGFORS LUNCHEON. Here, left to right, are the guests at Helsingfors Manager Harry A. Hammar's luncheon: Mr. P. Flodin, Mr. N. Dahlström (general manager of Kino-Savoy), Mrs. H. Hammar, Mr. E. Eriksen, Mr. Ingvald C. Oes, Mr. Hammar, Mr. Bengt Janzon, Mrs. Dahlström, Mr. Carl P. York, Mr. Harald Frost, Mr. G. Selén.



HELSINGFORS DELEGATES. Above are the delegates to the Helsingfors convention (with the exception of Helsingfors Manager Harry A. Hammar, who was absent on official business at the time the photograph was made). They are, front row left to right: Erling Eriksen, Carl P. York, Harald Frost. Back row, left to right: Sven Lindqvist, Bengt Janzon, Paul Flodin, Alfred Björck, Ingvald C. Oes, Paul Sandberg and Sigröd Törnqvist.

SPÄNNANDE NYHETER.

Vi ha fått bevis på ånyo, hur modiga våra Paramountärer äro, denna gång i Kina, där kontorspersonalen i vårt Shanghai kontor under ledning av högsta chefen där, Jim Perkins, kvarstannade på sina platser under det mest förfärliga bombardemanget tills nu i det nuvarande orientaliska kriget, och voro alla på sin post, när tillståndet det tillät, att taga hand om teaterägarna, när de ånyo kunde öppna sina teatrar, som under normala tider. Våra högsta chefer äro mycket stolta över Mr. Perkins och hans medarbetare, precis som de voro över våra Paramountärer i Spanien för över ett år sedan, när de stodo på sin post under den värsta tiden.

Vi äro ungefär en vecka försenade med detta häfte av *Paramount's International News* av den orsaken att vi ville delgiva eder de allra senaste nyheterna från våra storartade års möten i London och Sydney. Vi ha tryckt så många illustrationer om dessa möten, att vi inte behöva säga mer, utom att båda dessa möten visade en anda av pånyttfödelse med den övertygelsen att vi just nu tvivelsutan äro det största filmbolaget av alla.

Det är mycket betydelsefullt att den man, som började detta storartade filmbolag, skulle vara i Europa och deltaga i det storartade mötet i London. Mr. Zukor har gjort ett övermänniskt arbete att föga vårt bolag

till främsta ledet, och det är naturligt att han skulle möta ett stort antal av Paramountärer i Europa just då. Och det är också på sin plats, att flera av de största filmer vårt bolag någonsin har gjort, skulle förevisas vid detta möte.

De filmer, som visades för deltagarna i London, voro "Angel," "Ebb Tide," "The Barrier" och ett flertal "reels" från "The Buccaneer" och "Wells Fargo."

Mr. Hicks påstod vid detta möte, att detta utan tvivel är det mest trevliga och viktiga möte, som han någonsin bevisat tillsammans med våra Paramountärer. Hans påstående gjorde verkligen, att deltagarna återvände till sina respektiva land glada och nöjda.

Vi äro fullkomligt lika övertygade om denna månad, som vi voro den förra, att "The Buccaneer" är storartad och vi komma att hålla på denna film tills ni själva få se den, och då förstå att trots att vi uttryckt oss i så överdrådiga ordalag, vi ändå ej överdrivit om, hur finfin den filmen egentligen är. Låt oss därför säga, att Mr. DeMille, med tanke på utlandetets kärlek för hans filmer, här har försökt att ge det den största av dem alla.

Låt oss gå tillbaka i tiden och påminna eder om vår iver för "I Met Him In Paris" och sedan ytterligare säga, att denna film har blivit mott-

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INTERIOR OF KINO-SAVOY

This picture shows the exquisite simplicity of the new Helsingfors theatre which opened so successfully with Paramount's "Souls at Sea." The view has been made from the balcony of the house.

NOTÍCIAS DO MEZ FINDO

Um magnífico episódio de coragem escripto pelos Legionarios da Paramount! Desta vez na China, onde o pessoal da succursal de Shanghai, sob a bem inspirada orientação do gerente Jim Perkins, permaneceu firme nos seus postos enquanto se desencadeava sobre a cidade o mais infernal dos bombardeios consequentes da guerra em que estão empenhados os dois grandes paizes do Extremo Oriente. E dali não arredaram pé, preparados para servir os exhibidores chineses, a qualquer momento em que um período de tréguas permittisse a re-abertura dos cinemas. A directoria da Companhia sente-se profundamente sensibilizada com a actuação de Mr. Perkins e seus esforçados colaboradores, do mesmo modo que se sente orgulhosa dos "Legionarios" da Hespanha que, temerariamente, se conservam em seus postos desde ha mais de um anno.

Este numero da "Paramount International News" soffreu uma demora de cerca de uma semana na sua publicação pelo facto de ser nosso desejo incluir nelle as ultimas noticias sobre os dois notaveis congressos realizados em Londres e Sidney. Ambos acontecimentos estão tão profusamente illustrados, que não vemos necessidade de nos estender em comentarios aqui; e diremos apenas que cada um delles constituiu uma vibrante demonstração do espirito de grandeza que tornou esta a mais poderosa empresa cinematographica entre suas congeneres.

Altamente significativo foi o facto de estar o fundador de nossa Companhia na Europa, e ter assistido á reunião de Londres. Mr. Zukor, cuja capacidade administrativa ficou patente no trabalho verdadeiramente titanico desenvolvido para recolocar esta Companhia na posição de destaque que ora desfructa, sem duvida terá tido occasião de conhecer, na Europa, uma infinidade de Legionarios. Muito significativo é tambem o facto de se terem exhibido no congresso de Londres alguns dos melhores filmes produzidos por esta Companhia.

Os filmes exhibidos em Londres foram: "Angel," "Eb Tide," "The Barrier" e algumas partes de "The Buccaneer" a "Wells Fargo."

No seu discurso dirigido ao congresso, Mr. Hicks declarou que essa era inquestionavelmente a mais auspiciosa e significativa assembleia paramountista a que jamais assistira. Estas e outras animadoras palavras de

SPANNANDE NYHETER.

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gen med glädje i alla länder. Fanfarer över denna film ha inkommit från Indien, England, Australien, Chile och Filipinerna, Mexico och ett flertal andra platser.

Ett mycket välkommet besök i huvudkonteret trots mycket kort var anländer av Leo J. Horster, chefen för vårt avdelningskontor i Tyskland. Han anlände den 11 september och lämnade igen med Mr. Hicks för att närvara vid Londonmötet.

John A. Groves är fortfarande i spetsen för alla divisionerna a vår pristävling, medan hans Straits-Java territorium är före andra länder B'ida delarna äro över Quotan Men John Cecil Graham och Storbritannien äro ej att skratta åt. Pristävling blir alltmåra fångslande från månad till månad.

Another glorious glimpse of the new Franciska Gaal, who is scoring so grand a triumph in Cecil B. deMille's production, "The Buccaneer."



seu discurso fizeram com que os delegados regressassem aos seus paizes satisfeitos e numa excellentes disposição para o trabalho.

Como se vê, transportamos para este mez todo o entusiasmo que havíamos manifestado pelo "The Buccaneer" no mez anterior, e propomos continuar a fazel-o até o momento em que os Legionarios da Paramount assistam á exhibição deste filme, e reconheçam então que todos os elogios que lhe dispensamos foram insufficientes para fazer verdadeira justiça ao merito desta grandiosa realização. Neste caso, em resumo, Mr. DeMille, consciente do entusiasmo com que os Legionarios Extrangeiros têm acolhido as suas produções no passado, compromette-se a surprender os com um filme que superará todos os que tem dirigido até hoje.

Seja-nos permittido lembrar, ainda que por um instante, o nosso entusiasmo pelo filme "I Met Him in Paris," e referir aqui, para conhecimento dos que nos leem, que o filme de Claudette Colbert está tendo um exito retumbante em todos os paizes do mundo. Acerca desta produção temos recebido os comentarios mais elogiosos de muitos paizes, taes como India, Inglaterra, Australia, Chile, Philippinas e Mexico.

Um visitante muito bem vindo no escriptorio central, ha poucos dias, foi Mr. Leo J. Horster, director geral de vendas da Paramount na Alemanha. Mr. Horster, que aqui chegou em 11 de Setembro, regressou logo depois, no dia 15, para tomar parte no congresso de Londres.

Neste congresso de Londres, Mr. John Graves encontra-se novamente como lider das Divisões. Seu territorio, que abrange a colonia ingleza de Straits Settlements e Java, lidera todos os demais paizes. Em ambas

DAS ALLERNEUESTE.

Wiederum haben Paramountler der Auslandsabteilung heldenhaften Mut bewiesen. Dieses Mal handelt es sich um China, wo die Mitglieder der Shanghai Filiale unter Führung von Herrn Jim Perkins auf ihren Posten verblieben, trotzdem um sie herum die Hölle los war. Es war ihnen dadurch möglich die dortigen Theaterbesitzer, sobald einigermaßen Ruhe hergestellt war und die Lichtspielhäuser wieder eröffnet werden konnten, sofort mit Filmen zu versehen und somit die übernervösen Gemüter China's wenn auch nur auf Stunden, von der sie auf allen Seiten bedrohenden Gefahr abzulenken. Paramount's Leiter sind mit Recht auf Herrn Perkins und seine Mitarbeiter stolz, gerade so stolz wie auf die Paramountler Spaniens, die nun schon seit über einem Jahr unserer Organisation, häufig unter Lebensgefahr, dienen.

Wie geben diese Ausgabe der "Internationalen Paramount Nachrichten" absichtlich eine Woche später als gewöhnlich heraus, damit wir über die in London und Sydney stattgefundenen Konferenzen berichten können, welche so fabelhaft bildlich in anderen Teilen dieser Ausgabe dokumentiert sind, dass kein Kommentar erforderlich ist.

Herr Zukor, der, wie wir bereits in früheren Ausgaben berichteten, momentan in Europa weilt, hatte Gelegenheit an der Londoner Konferenz teilzunehmen und wurde stürmisch begrüßt. Wir haben Herrn Zukor

partes a quota foi excedida. Comtudo, John Cecil Graham e a Grã-Bretanha são temíveis competidores, e a luta vai se tornando de mez para mez cada vez mais intensa e emocionante.

viel zu verdanken, hat er unsere Firma doch nun zum 2. Male zur Spitzengesellschaft in der Industrie erhoben; und für alle europäischen Paramountler, die Herrn Zukor noch nicht persönlich kannten, wird diese Konferenz somit zu einem unvergesslichen Ereignis geworden sein.

In seiner Ansprache auf der Londoner Konferenz verlich Herr Hicks seiner Ueberzeugung Ausdruck, dass es die freudigste und grossartigste Tagung sei, an der er je teilgenommen hat. Alle Anwesenden wurden von seiner Stimmung angesteckt und ein jeder hat viel Ansporn und Begeisterung mit an seinen Platz in der Paramount Organisation zurückgenommen.

Wir setzen die begeisterten Berichte vom vorigen Monat über den neuesten Paramount Grossfilm "The Buccaneer" in diesem Monat fort und werden so lange fortfahren über diesen Film zu berichten, bis er bei Ihnen auf dem Spielplan erscheint; denn erst wenn Sie den Film mit eigenen Augen sehen, werden Sie begreifen können, dass wir, trotzdem wir immer und immer wieder über den Film gesprochen haben, ihm noch lange nicht genug Ehre erwiesen haben. Da die Auslandsabteilungen in aller Welt schon immer besonders grossen Wert auf Cecil de Mille's Produktionen gelegt haben, so brauchen wir heute nur zu sagen, dass diese de Mille Produktion sein Meisterwerk ist.

Bei dieser Gelegenheit möchten wir die Zeit ein paar Monate zurückdrehen und auf unsere begeisterten Berichte über "I Met Him in Paris" hinweisen. Dieser Claudette Colbert Film hat nun seinen Triumphzug im Auslande angetreten und von Indien, England, Australien, Chile, Mexiko und den Philippinen kommt das Echo in Form von grossartigen Kassenerkorden zurück.

Ein willkommener Gast der New Yorker Zentrale war Herr Leo J. Horster, der leider nur zu kurze Zeit in unserer Mitte verweilen konnte. Herr Horster kam am 11. September in New York an und reiste bereits am 15. September wieder nach Europa um zusammen mit Herrn Hicks der Londoner Konferenz beizuwohnen.

John A. Groves steht wieder an der Spitze des Wettbewerbes und sein Bereich — Straits-Java — führt die Ländergruppe an. Beide Quoten sind längst überschritten und der Wettbewerb wird mit jedem Monat interessanter, denn John Cecil Graham und Grossbritannien dürfen nicht unterschätzt werden.

WORD FROM SPAIN

We are happy indeed to give you the following lines taken from a letter written by Mr. J. Vidal Gomis, acting Managing Director of the Paramount organization in Spain:

"We have received the August issue of PARAMOUNT INTERNATIONAL NEWS, and were very pleased with the contents of same. It shows how deeply you feel our present situation, and what is still more important, the force of the links of fraternity and solidarity existing among the great Paramount family. The proofs of your affection are a great stimulus to us all. This particular issue of our magazine has received a very warm welcome from us all."

NOTICIAS SENSACIONALES

—Los paramountistas han escrito otra página épica. Esta vez ha sido en China, donde el personal de la oficina de Shanghai, alentado por el gerente don J. E. Perkins, supo mantenerse firme en sus puestos durante el bombardeo más infernal de la guerra de Oriente; y estuvo allí, pronto a servir a los Exhibidores chinos cuando quiera que las alternativas de la guerra lo consintiesen. Los altos jefes de la Compañía se sienten profundamente orgullosos del señor Perkins y de sus subalternos, de igual modo que, por espacio de más de un año, lo han estado de los paramountistas españoles, por la impertérrita lealtad demostrada en el cumplimiento del deber.

—El presente número del *Paramount's International News* aparece con cosa de una semana de retraso. Lo hemos hecho así para poder incluir información palpitante de los magníficos congresos paramountistas celebrados en Londres y en Sydney. Ambos se hallan tan cumplidamente descritos, que juzgamos ocioso extenderlos aquí en comentario alguno, como no sea para observar que ambos han sido patente manifestación del renovado espíritu de grandeza que califica definitivamente a nuestra Compañía como la más poderosa de todas las editoras cinematográficas.

—Significativo es que en tal ocasión se hallara en Europa don Adolph Zukor, el fundador de nuestra Compañía, y que le tocara asistir al alentador espectáculo del congreso de Londres. El señor Zukor ha llevado a cabo labor titánica a fin de rastrear a nuestra Compañía en su preeminencia. Propio parece, pues, que en estos días de beneplácito estuviera en Europa, rodeado del entusiasmo de los paramountistas. Y no menos que en el dicho congreso de Londres se presentaran en la pantalla pruebas inequívocas de que nuestra Compañía ha filmado recientemente sus películas más grandiosas.

—Digamos, para información del lector, que las películas exhibidas en Londres en tal coyuntura fueron "Angel" ("Angel"), "Marea Baja" ("Ebb Tide"), "La Barrera" ("The Barrier"), y partes de "Bucanero" ("Buccaneer") y "Ha nacido un imperio" ("Wells Fargo").

—En los discursos pronunciados en el congreso a que venimos aludiendo, el señor Hicks manifestó que era éste sin duda alguna el más feliz y significativo de todos cuantos han celebrado los paramountistas. Oír tal declaración fué causa bastante para que los delegados, al volver a sus puestos, lo hicieran llenos de alegre optimismo.

—Continuamos este mes tan entusiastas como el pasado en lo que respecta a "Bucanero" ("Buccaneer"); y hemos de continuar lo mismo en los siguientes, interín no hayan visto esta película nuestros lectores, y comprobado así, a vista de ojos, que por mucho que elogiáramos en estas páginas tan estúpida producción, nunca alcanzaríamos a hacerle cumplida justicia. Digamos, pues, solamente que el señor de Mille, sabedor del entusiasmo demostrado por la Legión Extranjera respecto a anteriores producciones suyas, se propuso darle en ésta algo que fuese el colmo del buen éxito.

—Volvamos por un momento a nuestro entusiasmo de meses pasados por "Lo conocí en París" ("I Met Him in Paris"), y consignemos aquí,

(Continued in 4th Col.)

BEARING THE PARAMOUNT TRADE MARK AND IMBUE WITH THE PARAMOUNT SPIRIT

Being some notes and observations concerning recent Paramount house organs and exhibitor announcements Coming first of all to our attention is the magnificent September issue of *Paramount Française*, first of the Autumn issues and dedicated wholeheartedly to the rebirth of the Paramount product. The editorial staff of this worthy publication has done a notable job in recreating the spirit of the Hollywood convention, and in paying tribute to the visit of Mr. Adolph Zukor. It contains also inspiring articles over the signatures of Messrs. F. W. Lange and Henri Klarsfeld, and has brilliant expositions of the greatness of "Angel," "The Last Train From Madrid" and "Souls at Sea." In addition, it contains one of our favorite local titles for "High, Wide and Handsome." In France the picture is known as "The Fury of Black Gold." Then of course there are several issues of Australia's *Paramount Punch*, all pre-convention issues, but all bubbling with expectation at the coming event. The issue of July 28 contained the text of an inspiring cable from Mr. Hicks, that of two weeks later were redolent of gladness of the general popularity of "I Met Him in Paris" and it also forecast that the subsequent issue would be the one dealing with the Convention. This issue may come to hand in time for mention elsewhere in this issue We've reached the twelfth issue of Holland's *Paramount Koerier* and are happy to see its high standard maintained. This issue devotes much space to "High, Wide and Handsome," "The Buccaneer" and "Souls at Sea," and has not been unmindful of the European visit of Director Rouben Mamoulian Swinging northward brings us to Norway, and to mention of a fine 8-page film industry announcement issued in two colors in behalf of the new product, with especial emphasis on "Angel," "The Buccaneer," "High, Wide and Handsome," the forthcoming Harold Lloyd picture and of course the ever-popular Paramount short features More praise is in line, too, for the August 21st issue of London *Service* Also for the fine Paramount advertisement on the cover of *Semana* of Peru And for that mighty fine trade paper insert on "Easy Living" which was produced by the London publicity department.

Later mails brought to hand a bunch of fine trade paper advertising from London. Particular emphasis is paid to "High, Wide and Handsome," an attention-compelling insert entitled "Three Great Shows in One" heading the list Then there was London's grand *Paragram*, August issue, bristling with good news, and containing a jolly account of the Paris sojourn of *Paragram's* own columnist Impertinax (Mr. C. S. Grahame), and also a page of very fine photographs entered in the house organ's own photographic contest. The critical comments in connection with this contest make it a subject of more than ordinary interest The reviewing of trade papers and film fan magazines brings us as a natural course of events to the spectacular five-page Paramount announcement in "Cinema" of Bucarest, Roumania. This looks like swell work on the part of Manager Franz Siter, to whom go our congratulations Then of course there is the September issue of *Paramount Service* of India, with a swell editorial "Retrospect and Anticipation," in addition to page upon page of grand news about current and coming product And still another fine announcement from Manager Franz Siter of Bucarest, Roumania, serving up the news about the coming year's product in striking fashion A bunch of resounding plaudits also for the September 4th issue of London's *Service*, which is eloquently living up to its name, especially with respect to the exploitation sections it contains, and the fine cover which makes its contents of compelling interest. Additional plaudits go to London for a grand souvenir book on "Souls at Sea."

Later additions to the wave of grand publications were headed by the September issue of *La Paramount Française*, which chronicled chiefly the advent of Mr. Zukor to Europe. It also took an advantageous page to list the tentative Paramount releases in France for the first part of next year, which is about as capable a slab of optimism as we have looked at in a long while Then there was the September issue of Australia's *Paramount Punch*, it being of course the issue dedicated to the convention which is reported elsewhere by us. It carried many snapshots of the event, the text of the various cables received in Sydney from all parts of the world, and of course the highlights of what has come to be regarded as the finest Convention Australia has ever known London's September *Paragram* reveals once again the truth in the belief that the best can always be bettered. The flock of editors and associate editors on this house organ manage to get the utmost in breezy, personal, intimate news into their columns, and in addition they have a regular parade of fine editorial features every month with which to brighten the pages. The photographic contest in particular is a regular delight to us, and the critical comments on the published entries are most helpful.

AUSTRALIAN CONVENTION

(Continued from Page 7)

in keeping with the spirit of the pictures to be screened and the policies to be announced, with the result that the delegates came from far and wide expecting to be gladdened, and remained to be thrilled as they have never been thrilled before.

Several stirring reports of the event have reached New York by letter and in print, so that it seems impossible to relay it without conveying to the world some of the jubilation of the Australians and New Zealanders. These delegates spent the first day, after the addresses of welcome by Messrs. Hunter and Hurworth, looking at three stirring pictures. The second day they saw the final

film of a grand quartette ("Souls at Sea") and then listened to the full details of the new product as announced by Mr. Hunter, followed by details of the company's advertising and publicity plans from Mr. Flynn and the ad. sales policy as set forth by Mr. Len Jones.

The final day was devoted to the sales policy, delivered by Mr. Hurworth and a concluding address by Mr. Hunter.

That evening the convention banquet was held at the Hotel Australia and the delegates sincerely affirmed that it was the happiest event of its kind that they have ever attended.

The next day they all departed for home and their respective territories, completely enthused about the wealth of film material delivered into their hands and more than ever determined to do the greatest job of selling ever stacked up to their credit.

In short, it was a wonderful convention, the results of which have hugely gratified the Company's chief executives in New York. They know the sales calibre of the Blue Ribbon Bunch, and they know the value of the pledges that come from Sydney. They appear to be quite convinced that 1938 will see the greatest Paramount results in history come from Australia and New Zealand.

para información general, que esta película de la Claudette Colbert está suscitando vivo aplauso en el mundo entero. Noticias tocantes a ello llegan aquí procedentes de la India, de Inglaterra, de Australia, de Chile, de las Filipinas, de México y de muchos otros lugares.

—Visitante muy bien venido a la Oficina Central fué don Leo J. Horster, gerente general de ventas en Alemania, quien llegó el 11 de septiembre y emprendió viaje de regreso el 15 del mismo mes, en compañía del señor Hicks, para asistir al congreso paramountista de Londres.

—Don John A. Groves continúa a la cabeza de los divisionarios, y su división, que es la de Java y los Establecimientos del Estrecho, a la de los territorios. Esto no obstante, don John Cecil Graham y la división de la Gran Bretaña se muestran pujantes. El Concurso resulta en verdad más interesante cada mes.

(Continued from Page 12)

met zijn films in den vreemde, door deze film in de schaduw te stellen.

Herinnert ge U onze geestdrift over "I Met Him In Paris," een paar maanden geleden? Welnu, deze Claudette Colbert film wordt overal met gejuich begroet, doch voornamelijk in Britsch-Indië, Engeland, Australië, Chili, de Philippijnen en Mexico.

Het Hoofdkantoor kreeg een weliswaar kortstondig, maar zeer aangenaam bezoek van Leo J. Horster, onzen algemeenen directeur in Duitschland. Hij arriveerde 11 September en vertrok weer op 15 September naar Londen in gezelschap van den Heer Hicks.

Het concours wijst John A. Groves en diens district (Java-Straits) als leider aan. Beide kantoren hebben het minimum overschreden. John Cecil Graham en Groot-Brittannië komen evenwel dichterbij. Zullen zij Groves inhalen? De race wordt met de maand interessanter.

LONDON CONVENTION

(Continued from Page 3)

the unavoidable absence of Mr. Vidal Gomis, of Spain, but took the opportunity to pay deserved tribute to the magnificent fortitude of the Spanish Paramounteers, who are courageously carrying on.)

Mr. Graham, in declaring the meeting open, told of his great gratification in having so representative a gathering present in the company of Mr. Zukor. He also thanked the convention committee for a grand job of work.

In his address, Mr. Hicks paid tribute not only to the Paramounteers of Spain but also to those of China, especially citing Shanghai Manager Jim Perkins and his fellow workers. He then went on to outline the superb job of creation of entertainment that our studio is doing under the direction of Mr. Zukor, and to cite the specific and practical reasons why most intensive and more scientific selling of our product is necessary. These are facts which were hammered home to the delegates and need no specific elaboration here beyond an emphasis on the point that our product is costing more money to create, therefore it must earn more money, and must always be handled with a complete and clear comprehension of these facts.

Mr. Zukor Speaks

After the luncheon adjournment the delegates had the great thrill of hearing Mr. Zukor in one of these dynamic, confidential, reminiscent moods in which he pours his very heart and soul into the one subject about which he knows more than anybody else in the world—the Paramount organization. He took his listeners into the innermost corners of his heart,

GUESTS AT LONDON CONVENTION BANQUET

The following is an alphabetical listing of the Paramount and film industry personalities present at the Convention banquet at Grosvenor House, London, the evening of September 26, 1937:—

D. W. Abbey, A. Aboaf, A. E. Abrahams, G. A. Atkinson, E. Ayres, S. Baber, F. W. Baker, G. Bargate, H. Barnes, F. Bartlett, A. C. Bate, Major C. H. Bell, S. Bernstein, S. Beverley, I. Blumenthal, J. Bolloten, Colonel Bromhead, R. Bromhead, Clive Brook, A. C. Brown, G. Budden, L. Burns, G. W. Bushell, G. Byatt, F. C. Chandler, E. C. Chipp, Sir Albert Clavering, C. Clovelly, O. Cohen, C. C. Coles, I. Collins, H. Cook, P. D. Cornwell, I. Corper, J. Corper, G. T. Cummins.

E. A. Davis, Basil Dean, A. Dent, C. G. Dickinson, C. F. Dixon, E. L. Dimmock, R. A. Dwyer, S. Eckman, R. Elsmore, Wm. Evans, L. Fancourt, L. Falk, F. Farley, A. Fitzpatrick, L. Foldes, H. Freeman, J. Friedman, W. R. Fuller, E. W. Fredman, J. Furnell, F. Gill, D. Gilpin, A. P. Wilson, J. Goldman, M. Goldman, S. Goldman, J. C. Graham, C. S. Grahame, B. M. Greenhill, G. Guthrie.

J. Hamson, F. L. Harley, L. J. Harris, G. H. Hawkins, C. Herbert, John W. Hicks, Jr., J. Hillborn, L. Holderness, L. Horster, W. K. Howard, R. Jellinek, A. J. Jones, R. T. Kane, C. F. Karuth, C. Kerr, H. Klarsfeld, A. Korda, F. W. Lange, T. Ledger, A. Lichtscheindl, S. Lupino, J. Marks, D. B. Mayne, Lord McGowan, S. McAllister, M. Milder, J. Mock, W. E. L. Mollan, A. Morris, C. Munyard, A. Munroe, H. Murray.

J. W. New, H. D. Nisbet, Hon. Capt. R. Norton, A. O'Connor, A. Olsen, J. Pelster, C. Penley, E. H. Perkins, M. Poirier, C. Priestman, S. G. Rayment, T. C. Reddin, E. Reinegger, B. F. Repton, J. M. Ritchie, S. Rowson, E. St. John, W. Savage, A. Segal, G. Segal, M. Silverstone, B. Simmons, F. B. Slater, J. G. Stratford, H. H. Supper, H. Taylor, P. Thieles, F. L. C. Thomas, L. Thornley, J. Upfold, H. E. Walker, G. Watson, F. White, H. Wilcox, N. Wild, J. Wolfe, R. W. Wolff, C. M. Woolf, C. P. York, C. Young and Adolph Zukor.

told them why he has moved his home to Hollywood after forty years of living in New York, why he has dedicated his life to the making of pictures, what he hopes most ardently to create, and why Paramount's future success is so intertwined with the achievements of his listeners. No details were spared, no vital facts withheld. The delegates were made privy to the factors controlling the Company's destiny, and made part of it.

As our reporter has said, "Of one thing I AM convinced; he

(Mr. Zukor) put over a message to all of the delegates at the conference which will give them a new lease of life... And in turn each of the representative delegates gave to Mr. Zukor the same message—they are going to deliver."

Part of Mr. Zukor's promise of delivery took the form of product samples shown to the delegates. Thrilled audiences looked at "Angel," and at "Ebb Tide," and at several reels from each of "The Buccaneer," "Wells Fargo" and "The Barrier." The composite re-

sult was an enthusiasm which, taken in conjunction with the thrilling addresses from Messrs. Zukor, Hicks, Graham, Lange and the others, left them fit only for the gala atmosphere of the banquet and entertainment.

Some of this event's glitter is depicted in the scene at the head of Page 3, and also in another scene on that page. Neither of these can hope to do justice to the glamour of the occasion—glamour lent first of all by the presence of so many famous personalities, and secondly by the under-the-belt satisfaction of all Paramounteers present that the great old days of Paramount glory are back again.

September 25th and 26th therefore go down as Gold Letter Days in Paramount's European history. They definitely ushered in a new era of soul-satisfying prosperity, and they stand as symbols to all the world that at long last Paramount is back at the head of the industry.

SPIRIT OF THE CONVENTION IN PRINT

In playing host to the visiting Continental and Home Office Paramounteers the organization of Great Britain produced some stirring souvenirs of the occasion. We cannot let this opportunity pass of paying deserved tribute to the Convention and Banquet souvenirs, one in the shape of an Adolph Zukor-ed Trade Mark, and the other with a cover embossed in gold. Both bespoke the regained era of Paramount greatness, and proved to be priceless symbols as such.

ALL OF THESE PARAMOUNTEERS HAD NOVEMBER BIRTHDAYS

1 L. Pekova Prague	Mr. G. Fresia Bologna	Mr. G. Byatt London	Mrs. Chery Reims	Mr. P. Vendrell Valencia
Mrs. A. Loubeyre Paris	Mr. R. L. Wells Adelaide	Miss J. Protheroe Brisbane	Mrs. M. Portaz Algiers	Mr. M. Ortiz Seville
Mrs. W. Dury Bruxelles	Miss V. Simpson London	Mrs. B. Tweedie Sydney	Mr. C. Dreher Tokyo	Miss Dodds London
Mr. Powers London	Mrs. Maybank London	Miss Bacon London	Mr. W. Hoffmann Berlin	Mr. B. Howell Melbourne
Miss Mayes London	Mr. L. Horton Glasgow	Miss J. Gilmour Glasgow	Mr. J. D. Sola B. Aires	Mr. E. Kurtz Santa Fe
Mr. LeJean London	Miss Walker Manchester	Miss J. Bradshaw Manchester	Miss J. O'Neill Perth	Mr. R. Graham Glasgow
Miss C. Wilson Leeds	Miss A. Gaskell Liverpool	Mrs. A. Wiskocil Vienna	Miss Morgan London	25 Mr. F. Michel Marseilles
2 Miss E. Eilsehou-Schmidt, Copenhagen	Miss C. McAndrew Liverpool	Mr. W. Loney Melbourne	Miss Burtonshaw London	Mrs. D. Tanner Tokyo
Mr. A. Pacheco Madrid	8 Mr. B. Bergstrom Stockholm	13 L. Koczyk Warsaw	K. Ellner Prague	Miss M. Adler Sydney
Mr. G. T. Costa Lisbon	Mr. G. Worrell Cristobal	Mr. V. Rigault Paris	Mr. J. Peyrebrune Bordeaux	Mrs. Smith London
Miss F. Ferri Bologna	Mr. E. Gaillour Lima	Miss S. Houvie Lille	Mr. J. M. Taya Barcelona	Mrs. Bacon London
Mr. G. Exell Melbourne	Mr. J. Logan Sydney	Mr. H. Ludwig Basel	Miss Branfield London	Miss P. Burns Glasgow
Mr. G. Nolan Melbourne	Mrs. Johnson London	Mr. I. Urriens Barcelona	Mr. J. A. Sixsmith Sydney	Miss I. Coulson Newcastle
Miss Carlyle Newcastle	Mr. G. Lahave Glasgow	Miss O. Thornberry Lima	Mr. A. Burke London	Miss Young Leeds
3 Mr. E. Harwood Home Office	Mr. Hurn Cardiff	Mr. A. Gaillour Lima	Mr. Reihill Leeds	Miss A. Ferns Liverpool
Mr. J. Bartolotti Cairo	9 Mr. E. Sette Padua	Mr. T. Bailey London	Miss Mayhew London	Mr. Burgess Cardiff
Miss H. Tschirner Francfort	Miss Darling London	Mr. Brereton London	Mr. Padain London	26 Mr. G. Rudolf Paris
Miss E. Roberts Cardiff	Mr. W. Smeaton Auckland	W. Bain Newcastle	Miss Apted London	Mr. H. Kelly Melbourne
Mrs. V. Partridge Liverpool	Mr. F. Borland London	Mr. F. Cunningham Melbourne	Miss Minns London	Miss Sedgbeer London
Mr. W. Hurworth Sydney	Miss Costello Manchester	Mr. W. O. Wiley Sydney	Miss M. Connacher Glasgow	Miss A. S. Thomson Leeds
Miss E. Bordarampe, Bahia Blanca	Miss Alpin Newcastle	Mr. A. Vagheggini Sydney	Mrs. Horton Cardiff	27 J. Pompe Brunn
Mrs. Brewster London	Mr. E. Greenwood Leeds	Bahia Blanca	Mr. H. Lous Amsterdam	Mr. E. Ayres London
Mrs. Jewitt London	Mr. L. Weiner Vienna	Mr. H. Croudson Manchester	Mr. A. Masbou Toulouse	Miss Clegg London
4 Mr. F. Rosenthal Paris	10 Miss F. Magnus Oslo	Mr. Davidson Newcastle	Mr. R. Konno Dairen	Mrs. Davis London
Mr. A. Ferrez Paris	Mrs. D. Groseil Paris	E. Rudolph Cardiff	Mr. T. Yokoyama Sapporo	Mr. H. Wood Manchester
Mr. T. Matsunaga Tokyo	Miss S. Lilienthal Berlin	14 Mrs. S. Potier Paris	Mr. F. Ruppenthal Francfort	Mr. Blackett Newcastle
Miss L. Maesch Barcelona	Mr. F. White London	Mr. J. Gallart Barcelona	Miss H. May Montevideo	28 Miss M. Lauseure Paris
Mrs. M. Lasagno Turin	Mr. W. Hanson Wellington	Mr. A. A. Leal Lisbon	Mrs. Snelling London	Miss S. Munarini Bologna
Mr. Lovell London	Mr. E. Aguirre Montevideo	Mr. H. Zachariah Singapore	Miss Barker London	Miss Cotton London
Miss Ward London	Mr. N. Avres London	Mr. G. Spani-Molella Roma	Mrs. Daniels London	Mr. D. Kearsey London
Mr. A. Helgeson Brisbane	Mrs. Parris Cardiff	Mr. Jackley London	Mr. A. Brewer Manchester	29 Mr. S. Shimizu Tokyo
Mr. B. Young London	Mr. T. Barnewall Melbourne	Miss Carter London	Mr. Shepherd Newcastle	Mr. H. Freund Francfort
Mr. J. Cosgrove Manchester	11 Mrs. A. Algarheim Oslo	15 M. Aschkenasy Zagreb	Miss E. Taberham Leeds	Mr. C. Zani Milan
5 Mr. I. Baba Osaka	Miss P. Thuillier Paris	M. Bocz Gal Budapest	Mr. J. Rapoport Havana	Miss Gallagher London
Miss I. Gago Bilbao	Mr. R. Legrier Paris	Miss P. Azcona Barcelona	J. Freund Zagreb	Mr. T. Geldard Manchester
Mrs. Muller Berlin	Mr. F. Coulon Lille	Miss A. D. Gratrix, Manchester	Mr. W. McKeown Brisbane	O. Cattenach Newcastle
Miss G. Evans Cardiff	Miss M. de Zurbitu Bilbao	Miss M. Cruickshank, Melbourne	Mr. Bishop London	Miss A. Brown Sydney
6 Mr. R. Valle Lille	Mr. H. Alves Lisbon	Miss Pilcher London	22 Mr. M. Zouy Toulouse	Mr. King London
Miss Y. Nishida Osaka	Mr. A. Tavi Rome	Mr. J. Hodge London	N. Walshe Dublin	Miss Denny London
Miss Walker London	Mr. R. Setti Bologna	Mr. J. Porter London	Mr. H. Warren London	Mr. Williamson Newcastle
Mr. H. Stanley Sydney	Miss B. Salmoni Genoa	Mr. Greenlay Leeds	Miss Gresham London	Mr. L. Pennington Leeds
Miss Flynn London	Miss Carey London	16 Mr. F. Birrer Basel	Mr. C. Revis Leeds	Mr. Moffitt Leeds
Mrs. Oldfield London	Mr. L. Jacobs Birmingham	Mr. F. Maejima Tokyo	Miss F. Young Liverpool	30 R. Hajek Prague
Mr. W. Fagioli London	Mr. W. Grant Glasgow	Mrs. Leagas London	I. Prosser Cardiff	Mr. Wolff London
Miss Smith Glasgow	Miss Tutt London	Mrs. Pilcher London	23 P. Svehla Brunn	Wm. N. King Cardiff
Miss Larby Manchester	Miss Cook London	Mr. Leach London	Mr. H. Frier London	Mr. C. Taylor Melbourne
Miss Harris Cardiff	Miss Benson Leeds	17 H. Godlewski Warsaw	Miss Rogers London	Mr. J. Laponi Bahia Blanca
7 Mr. O. Engebretsen Oslo	Miss Hulme Liverpool	Mr. A. Bjorck Stockholm	Mr. G. Borgges Brisbane	Mrs. Langworthy, Manchester
Mrs. C. Brunet Bruxelles	Mr. T. Kelly Melbourne	J. Fiala Prague	Mrs. G. Pelat Paris	H. Hollins Birmingham
Miss H. Healy Melbourne	12 Mrs. E. Cerdan Casa Blanca	Mr. V. Tisthout Lille	Mr. H. Fauverque Lille	Miss Hook Cardiff
	Miss Thomas London		Mr. J. Bruchet Bordeaux	G. Spanos Cardiff
				Mr. B. Rebbechi Melbourne

Paramount's INTERNATIONAL NEWS

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1937 Success Score (To Date)

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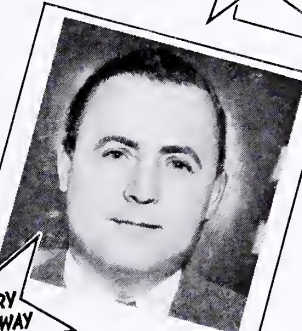


"Angel"



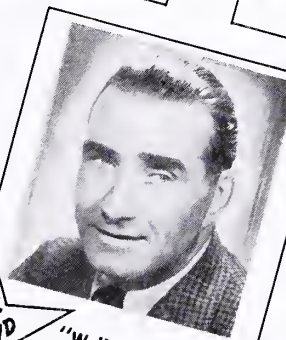
"The Buccaneer"
"The Plainsman"

CECIL B.
DE MILLE



HENRY
HATHAWAY

"Souls at Sea"



FRANK
LLOYD

"Wells Fargo"
"Maid of Salem"



ARTHUR
HORNBLow

"High, Wide and Handsome"
"Easy Living"
"Waikiki Wedding"
"Swing High, Swing Low"



LUCIEN
HUBBARD

"Ebb Tide"



WESLEY
RUGGLES

"I Met Him In Paris"
"True Confession"



HARRY
SHERMAN

"The Barrier"



Paramount HAS THE PRODUCERS AND DIRECTORS

"SOULS"

The success pageant of "Souls at Sea" throughout Europe, as displayed in the forceful cable from Mr. Hicks displayed elsewhere in this issue, is significant for one reason more than all others: it is proof to the Company that when the Studio gives us a film of the very type that we are thirsting for, we can surely go to town—or go to the whole world for that matter—on it. Ten months ago we first saw a screening of the picture in its 'rough cut' and the conviction was born then that here was a film for the world. With ill-concealed impatience we dragged through the months until its completion, all the time insisting to anyone who would care to listen to us, that when we got "Souls at Sea" in our grip, the Company could really look for real results. Well, we got the picture—and now see what we are doing with it!

de MILLE

Which paragraph leads unerringly to a few comments on the spectacular filmsterpiece that Cecil B. deMille has so magnificently carved with "The Buccaneer." With "Souls at Sea" launched on the cinema waves of the world, and "Ebb Tide" given a magnificent preview send-off, we find in all lands an impatient itching of fingers for the first prints of "The Buccaneer." Mr. deMille knows about this, and as far as we have been able to judge from our several meetings with this estimable gentleman, the fact does not in the least make him unhappy. In fact we might go so far as to say that he endorses this impatience, backed as he is with a knowledge that, so far as his judgment can see, he is giving the world the most thrilling, most romantic, most spectacular, most alive and most box-office-y film of his entire career.

LEHAR

Fairly conclusive proof that at long last "The Count of Luxembourg" is entering the toils of production is forthcoming in Mr. Zukor's announcement that "in all probability Franz Lehar, who composed the music for this world famous operetta, will journey to Hollywood for the purpose of supervising the musical phases of the production." We're all counting heavily on "The Count." It's the type of musical film that we have craved since the days of "The Love Parade" and "The Vagabond King," and the fact that the studio pen is reaching for indelible ink when viewing its title on the production schedule is the sort of news which at least makes this publication of ours readable.

CONTEST

This particular issue appears at the outset of the eleventh month of this International Contest Year. By the time you have

it in those contest-clenched hands of yours probably most of November will have evaporated. That will give you only December (with a few moments out for the purpose of celebrating Christmas) in which to make up whatever intervening ground there is between you and the ultimate place on the results scale that you had selected for yourself.

BRADNA

We give thanks to "Souls at Sea" for many things, not the least of which is its powerful exposition of the dramatic treasure that Paramount has in Olympe Bradna. This young lady, still in her teens, born directly into show business and demonstrating her possession of the power of making entertainment right down to her fingertips, is surely destined to be moulded into one of the finest stars on the Paramount roster. We hail with full satisfaction the Studio's assurance to us that Miss Bradna's career is being watched over with the utmost care, and that her appearances hereafter will only be in those roles which will most enhance the prestige which is as once hers—and Paramount's.

LIAISON

We note with very much pleasure the promotion of Christopher Dunphy from the post of studio advertising and publicity director to be executive assistant to Adolph Zukor, Paramount production head. Chris lately paid a most informative visit to Great Britain and France, where he learned much about the problems and the requirements of the Company's foreign department. We know therefore that he is another in the growing list of those production executives who have a sympathetic understanding

for the problems which eternally beset us as well as for the requirements in film form wherewith we can best overcome these barriers. The elevation of Dunphy to his new post automatically lifts Terry de Lapp to the office of studio publicity director and makes Cliff Lewis studio advertising director, both functioning under the guidance of Robert Gillham, director of publicity and advertising for the entire organization. Both de Lapp and Lewis have long displayed a particular sympathy towards the needs and requirements of the Foreign Department, which fact makes things just grand all the way along the line.

TELEVISION

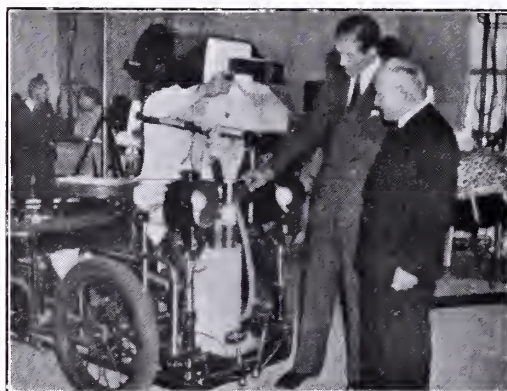
On this page you will find what must prove to be one of the most historic photographs ever taken in connection with Paramount's development from an idea to an empire. This is the photograph of Mr. Zukor actually being televised while he was in London. His several weeks in the British capital were put to such good use that in addition to exploring every phase of motion picture production and distribution he also peered deeply and informatively into the intricacies of television, which science, our informants tell us, is farther ahead in stages of development in England than it is in the United States of America. Be this debatable point as it may, Mr. Zukor lost no opportunity for seeing just what is happening over there. He found out one thing: it is in such a state of readiness that in one television studio, even as he watched the apparatus, he was called upon to make a statement, and learned only at that instant that what he was saying, and the physical manner in which he was saying it, were going out over the air for the benefit of a distant audience.

FIRE!

A disastrous film fire in the West Indies, in which fortunately no lives were lost, again focuses attention on the drastic need for enforcing fire precaution regulations to the very utmost. There is nothing in life so costly as life itself, and no monster more insatiable than fire, once human carelessness has let it become master.

MIRRORED

We doff our bonnets to London's *Paramogram* for the most perfect mirroring of the spirit of a convention that we recall seeing to date. If there were any last lingering doubts concerning the majestic inspiration which was the keynote of the European gathering in London, they have disappeared under the superb editorial record of the event manifest "from kiver to kiver" in the October issue of the house organ of Managing Director Graham's division.



MR. ZUKOR TELEVIEWED

Even as Paramount's founder discussed the details of this Emitron camera with Mr. Gerald Cock, Director of Television at the Government Television Station in Alexandra Palace, London, the revealing lights flashed on and the founder of Paramount found that his image was being looked at in a theatre several miles distant, and his words listened to with the most profound interest.

MR. HICKS FOUND GREAT ENTHUSIASM

CONTESTATUS

End of 9 Months of Powerful Campaigning Finds J. A. Groves & Co. the Most Quota-ish Concern in the Running

The figures revealed below indicate the status of all international contestants at the commencement of October. They reveal chiefly that the lead which Division Manager John A. Groves secured some months ago has been powerfully maintained, although not without gigantic competition from the Bulldogs of Managing Director John Cecil Graham's division.

We feel, with a conservativeness which leaves us not a little embarrassed, that it is unnecessary on our part to indulge in whimsical whim-whams about the necessity of what still remains to be done by those who wish to share in the rewards of what this Contest has to offer. At this stage in the game (albeit a very serious game) we are convinced that all that was to be said has been said, and that we can best serve the interests of all concerned by merely publishing the figures and allowing them to do their own announcing. So here they are:

BY DIVISIONS

This Month	Last Month
1 Groves*	1
2 Graham	2
3 Cochrane**	3
4 Hunter	4
5 Aboaf	5
6 Day	6
7 Villar	7
8 York	9
9 Klarsfeld	8
10 Nathan	10
11 Ballance	11
12 Olsen	13
13 Pratchett	12

* Over quota.

** Mr. Cochrane's quotas are based on results in Japan and Philippines only. Results in China will be incorporated in the event of cessation of hostilities there.

BLUE RIBBON PARAMOUNT WEEK

One reason for the consolidation of Australia and New Zealand in 4th spot is the fact that their September Paramount Week was, with the exception of the event of 1930, the most successful celebration of this occasion since its inception back in 1921. For this great credit is due Messrs. Harry Hunter, William Hurworth, Fred Gawler, Claude Henderson, Stanley H. Craig and their entire sales forces.

BY COUNTRIES

This Month	Last Month
1 Straits Java*	1
2 Great Britain	3
3 Philippines	2
4 Japan	4
5 Australia, N. Z.	5
6 Sweden	8
7 Italy	6
8 Finland	15
9 Brazil	10
10 Czecho-Slovakia	9
11 Chile	12
12 Roumania	13
13 Peru	7
14 France, etc.	14
15 Norway	16
16 Colombia	18
17 Mexico	17
18 Argentina	20
19 Panama	19
20 Jugo-Slavia	21
21 India	22
22 Puerto-Rico	25
23 Denmark	24
24 Poland	23
25 Hungary	26
26 Holland	28
27 Cuba	27
28 Germany	30
29 Guatemala	29
30 Uruguay	31
31 Austria	32
32 Trinidad	33

Foreign Legion Leader Calls It "Most Significant Trip of All"

Bringing back with him a full measure of the marvelous spirit which animated London's epochal convention, Vice President John W. Hicks Jr. landed from the Manhattan last Friday (October 29) to report that the situation abroad, if one is to judge from the power-plus enthusiasm of every Paramounteer he came in contact with, indicates that next year and the years thereafter will be the greatest in the Company's history. Such in substance was the tone of his report to President Barney Balaban within an hour of landing in New York City.

He brought, also, glowing recollections of the extreme kindness of many Paramounters in the several countries he visited, all of whom reflected the enthusiasm of their leaders where Paramount, its product and its quality, was concerned.

He announced also two staff matters. Mr. Louis Foldes, formerly manager of Hungary, and more recently branch manager at Batavia, Java, has been made District Manager of Hungary, Roumania and Bulgaria, with headquarters at Budapest. Mr. A. Lichtschiendl has been made District Manager of Austria and Jugo-Slavia, with supervision over Greece.

Mr. Hicks was extremely happy over the recent visits to Europe of Messrs. Barney Balaban, Adolph Zukor and Stanton Griffis, feeling that these three executives now have a thoroughly comprehensive knowledge of conditions over there, and of the type of product which, while completely meeting American requirements, will at the same time be most acceptable to audiences abroad.

NEWLY ASSIGNED



LOUIS FOLDES

A. LICHTSCHIENDL

It was also the Foreign Legion's Leader's pleasure to pay splendid tribute to the manner in which his executive assistant, George Weltner, has held the fort in New York during his seven weeks' absence abroad. Coupled with this tribute was the reiteration of the fact firmly established in Mr. Hicks' mind that Paramount has an organization second to none, which truism was exemplified more during this trip than during any other in his long association with Paramount.

DE MILLE SIGNS AS LUBITSCH TECHNICAL DIRECTOR

Ernst Lubitsch announces that he is preparing a Cecil B. DeMille bathtub scene for the Claudette Colbert-Gary Cooper co-starring picture, "Bluebeard's Eighth Wife" and has asked DeMille to act as technical director for the sequence in which the scene will appear.

"DeMille," said Lubitsch, "seems to have abandoned his famous bathtub scenes. There were no bathing scenes in 'The Plainsman' or 'The Buccaneer.' I believe that the famous DeMille bathtub scenes should be continued, as they are very popular, and have asked DeMille to put one in my production, 'Bluebeard's Eighth Wife.'" DeMille, who directed Miss Colbert in bathing scenes in "Cleopatra," accepted Lubitsch's invitation.



A Paramount Release

TWO-REEL SUCCESSOR TO "POPEYE AND SINDBAD" IS NOW IN EDITING STAGE. FOR EARLY RELEASE

Because of the great international success of "Popeye the Sailor Meets Sindbad the Sailor," Paramount's short feature department has virtually completed another two-reeler entitled "Popeye the Sailor Meets Ali Baba's Forty Thieves."

This new picture is also in three-color Technicolor, and should be available for distribution some time during November.

"THE BUCCANEER" IS COMPLETED



(Top) Mr. Zukor relates to Mr. Stanton Griffis and Mr. Barney Balaban an amusing incident in Budapest. (Centre) Messrs. Zukor, Frank Freeman and Stanton Griffis discuss a powerful need for more pictures of the type of the ones which have done sensational business at home and abroad these past twelve months. (Bottom) George Weltner, representing the Foreign Department, listens attentively to the good news of pictures produced, in production and promised.

WHEN MR. ZUKOR REPORTED ON FILM CONDITIONS IN EUROPE AND ENGLAND

Immediately following his return to the United States a press luncheon was held at the Waldorf Astoria in New York by Mr. Zukor for the purpose of clarifying certain issues with regard to Paramount's foreign policy of production, exhibition and distribution. We present above some Lewis F. Nathan candid camera shots of this important event.

PARAMOUNT TO DISTRIBUTE NEW GUIZAR FILM

Paramount has taken for distribution throughout South and Central America (Mexico excepted), the splendid Grovas production, "Amapola del Camino," which is a Mexican-made production starring the inimitable Tito Guizar.

Tito, who is at the present time in

Hollywood appearing in all versions of "The Big Broadcast of 1938," sings 8 songs in "Amapola del Camino." Among the eight are some of the grandest melodies we have ever listened to. All territories receiving this picture have been advised separately regarding prints, trailers and ad. sales material.

Exactly one minute over schedule, at 12.01 a.m. on a starry Hollywood night two weeks ago, Cecil B. deMille called a halt on his newest and mightiest picture and announced that he was ready for final editing. "The Buccaneer" was on celluloid, and everyone was fired with the conviction that here was something in the nature of a grand screen thrill for the excitation of the world.

We are sanguine—as we have been ever since hearing Mr. deMille personally recite his plans to us on January 9, 1937—that "The Buccaneer" was destined to thrill the world. It has all the romance and beauty that the world needs today, its thundering action and buccaneering theme is perfectly in line with what is happening in every corner of the globe, its majestic concept of right over might is wholly in its favor—and above all else a screening of it will bring two hours of supreme exaltation and a lifetime of memories.

Cecil B. deMille has done more than merely create a picture here. In his conception of "The Buccaneer" he is giving the world a new screen star in Franciska Gaal; he is placing on the screen the best performance ever registered by Fredric March; he has knitted together, in the work of the film's character players, the finest tapestry of collective performances that the screen has ever beholden in one motion picture.

Over and above all of these he has given to Paramount, and to the lustre of Paramount's trade mark, a picture that we shall all feel tremendously proud to sell now and remember later.



THE STALWART PARAMONTEERS OF VALENCIA

Here is another group of wonderful Paramonteers, the staff of the Valencia, Spain, exchange. In company with Madrid and Barcelona, Valencia is one of the beautiful cities of Spain which have felt the awful ravages of war these past two years. Yet nothing has been able to quench the magnificent spirit of these Stalwart Paramonteers. Our regret is that this photo came to us without identification of the people represented.

We can only therefore do the next best thing and list the Paramonteers on the Valencia payroll list as of the last record. These were: Rafael Alberola (Branch Manager), Pedro Abellan, Jose Gaso, Francisco Gandia, Amadeo Benavent, Gerardo Baquero, Jose Piniello, Vicente Belda, Aurora Plana, Maria Agramunt, Jaime Ferriol, Luis Alcaine, Elena Buso, Carola Gonzalez, Teresa Martii, Vicenta Capilla.

A MONTH OF *smashing* CABLES!

The most genuine testimony to the greatness of the new Paramount product is rolling in on us from all corners of the globe in the shape of messages telling of box-office reactions to the films. This is irrefutable evidence, and because it is music to our ears we give you a few tintillating samples of it herewith, plus the information that bigger and better dividends are looming for the cable corporations as a result of Paramount's new product achievements.

"EASY LIVING" EASILY WINS

"EASY LIVING" A SMASH HIT, MARVELOUS PRESS AND TREMENDOUS BUSINESS IN FIRST WEEK AT OPERA CINEMA. GOES TO SUIPACHA FOR EXTENDED RUN.

NATHAN
Buenos Aires

"SOULS" THRILLS MALAYA

"SOULS AT SEA" EXCEEDS IN QUALITY AND APPEAL OUR HIGHEST EXPECTATIONS. WILL PROVE A RECORD BREAKER.

GROVES
Singapore

MR. HICKS REPORTS ON "SOULS" IN EUROPE

"SOULS AT SEA" AT PARAMOUNT THEATRE, PARIS, AN OUTSTANDING SUCCESS WITH SPLENDID AUDIENCE REACTION. RECEIPTS INDICATE THREE WEEKS CERTAIN. ALSO DID THREE WEEKS AT CHINA THEATRE, STOCKHOLM TO SPLENDID BUSINESS AND WILL DO THREE WEEKS AT GOTHENBURG WHERE IT IS SMASHING SUCCESS AND BREAKING ALL RECORDS. OPENING THIS WEEK COPENHAGEN AT THREE THEATRES CONCURRENTLY. SPLENDID BUSINESS FIRST RUNS IN WARSAW, VIENNA, BUDAPEST, AMSTERDAM, ROTTERDAM AND WILL DO EVEN BETTER IN PROVINCES OF COUNTRIES OF WHICH THESE CITIES ARE CAPITALS.

HICKS
Paris

—AND A REPORT ON "ANGEL"

FIRST CONTINENTAL RELEASE OF "ANGEL," AT FORUM THEATRE, BUDAPEST, LAST WEEK A SMASHING SUCCESS WITH FOUR WEEKS ANTICIPATED MINIMUM.

HICKS
Paris

MR. HICKS ALSO GENERALIZED ABOUT CONTINENTAL EUROPE

GENERAL PROSPECTS SCANDINAVIA AND CONTINENTAL EUROPE EXCELLENT. OUR MEN VERY OPTIMISTIC IN THE LIGHT OF MAGNIFICENT NEW PRODUCT.

A HUNTER MESSAGE FROM THE BLUE RIBBON BUNCH

EXHIBITORS THROUGHOUT AUSTRALIA RESPONDING MOST ENTHUSIASTICALLY TO SPECIAL TRADE SCREENINGS OF "SOULS AT SEA," "ANGEL," "EASY LIVING" AND "HIGH WIDE AND HANDSOME." GENERAL FEELING IS THAT PARAMOUNT IS PARAMOUNT AGAIN.

HUNTER
Sydney

Nothing could possibly be more eloquent than any or all of those messages. They are vibrant with the ring of that old Paramount feeling, the melody of that old rhythm of product quality—a lodestone attracting the best, the staunchest, the most alive of the world's exhibitors and showmen. If you men and women in all parts of the world feel it as we do at the Crossroads of the World, then all's well with the world—and that means with Paramount.

PARAMOUNT PRODUCTION

PARAMOUNT IN HOLLYWOOD ANNOUNCES—

That Betty Grable and Jackie Coogan will probably be married by the time these lines hit your vision. Also—

That Betty is cast for an important role in "College Swing," and that Jackie might join her in the cast.

That the cast of "The Badge of Policeman O'Roon" now includes Bing Crosby, Mary Carlisle, Beatrice Lillie, Andy Devine and Laura Hope Crews.

That Rebecca Wassen, who rocketed to attention with her playing of Lola Montez in "Wells Fargo," has been given a fine role in "The Big Broadcast of 1938."

That Howard Estabrook, who has been assistant to Frank Lloyd for several pictures, becomes an associate producer with his assignment of "The Life of Victor Herbert," which should be a grand musical.

That the Foreign Department's enthusiasm for Virginia Weidler is going to be justified in the fine roles that will be entrusted to this clever starlet.

That Frances Dee will be co-starred with Anthony Quinn in "Dream of Love," a musical production.

That Edgar Kennedy, creator of the "slow burn," will have a typical role in "True Confession."

That Arthur Hornblow Jr. has signed James Ashmore Creelman to work on a screen treatment of "A Journey to Mars."

That the aforesaid Mr. Hornblow will put "Ensenada" into work late in December, with Don Ameche heading the cast, and with Dorothy Lamour as leading woman. The picture has a Mexican musical setting.

That Paramount has bought Eric Hatch's "The Captain Needs A Mate" as a starring property for Jack Benny.

That Randolph Scott and Dorothy Lamour will probably have the leads in "A Journey to Mars," mentioned earlier.

That the Yacht Club Boys will not take the "Journey to Mars."

That J. Carroll Naish joins Ray Milland and Dorothy Lamour in the cast of "Her Jungle Love."

That David Niven plays the role of Gary Cooper's rival for Claudette Colbert in Ernst Lubitsch's production of "Bluebeard's Eighth Wife."

That Anna May Wong, when she completes "Daughter of Shanghai," will be co-starred with Akim Tamiroff in "Ambushed."

That according to latest reports, Charles Butterworth, Charles Bickford and Anthony Quinn will also be in "Ensenada."

That Shep Fields and his Rippling Rhythm Orchestra have completed their recording for "The Big Broadcast of 1938."

That the Yacht Club Boys have signed a new Paramount contract and will appear in at least three more pictures.

That the riotous London comedy, "The Fight's On," has been purchased by Paramount as an Irene Dunne comedy possibility, with a well known director directing.



BENNY'S NEXT ROLE

According to the newshounds, Jack Benny's next picture will be "The Captain Needs A Mate," from the pen of Eric Hatch, writer of the partially-immortal "My Man Godfrey." Benny, shown above, is with Margot Grahame on the set of Cecil B. deMille's "The Buccaneer," in which she plays the second female lead. This candid camera shot was made before announcement of the purchase of "The Captain Needs A Mate," and has no bearing on this story.

Franciska Gaal, Paramount's radiant contribution to the world of film entertainment, forecasts a Very Happy 1938.



That Spring Byington, who was launched on a theatrical career at 19 by Cecil B. deMille, when the great director was concerned only with stage matters has been cast by de Mille as 'Dolly Madison' in "The Buccaneer."

That Lynne Overman, Beulah Bondi and Cecil Cunningham have been cast with George Raft in "Spawn of the North."

That Henry Hathaway will definitely direct this picture. And—

That there is a grand possibility that Olympe Bradna will also be in the cast.

That Patricia "Honeychile" Wilder, another of Paramount's great conquests from radio, has joined the cast of "The Big Broadcast of 1938."

That Franciska Gaal has cancelled her trip to New York for the purpose of preparing to appear as Bing Crosby's leading woman in Arthur Hornblow's production, "Paris Honey-moon."

That Carl "Alfalfa" Switzer, the best off-key juvenile singer in pictures, has joined the cast of "They Knew What Happened."

That the cast of this picture includes Lew Ayres, Louise Campbell, Edgar Kennedy, Roscoe Karns, Porter Hall and Virginia Weidler, a great array of talent gathered together for this small-town murder story.

That Fred Keating and Sterling Holloway, magician and comedian, respectively, have been added to the cast of Bing Crosby's "The Badge of



MAE'S NEW ONE

We are receiving from Hollywood some rather glowing reports on the merits of the new Mae West film, "Every Day's a Holiday." The scene shown above was made during a conference between Director Edward Sutherland, left, Miss West, and Charles Winninger and Charles Butterworth. The period is once more that of the high bust and low waist-line, in other words, the turn of the century, when the Eighteen Hundreds became the Nineteen Hundreds. Once more, also, the script and story are by Miss West, done in her inimitable fashion.

Policeman O'Roon," in which also Mary Carlisle and Beatrice Lillie appear.

That Betty Grable has been added to the cast of "Night Spot," in which the Yacht Club Boys will star, and which will feature Ben Blue, Judy Canova, Eleanor Whitney and Johnny Downs.

That Nell Kelly, noted stage comedian, has been signed by Paramount to appear in "College Swing" after what the studio calls "as wild a scramble for new talent as ever has been noted in Hollywood."

That Fredric March, having completed his role in Cecil B. deMille's "The Buccaneer," is now in New York preparing for his first stage appearance in many years.

That Jack Coogan is definitely cast in "College Swing," opposite Betty Grable, his bride-to-be in real life.

That J. Carroll Naish, who is rather swell in "Night Club Scandal," will be in "Her Jungle Love," the Dorothy Lamour-Ray Milland follow-up to "Jungle Princess." The picture will be in Technicolor.

SWARTHOUT FILM GETS NEW TITLE

One of the important title switches of the year sees the new Gladys Swarthout film, in which John Boles and John Barrymore have leading roles, titled now "Romance in the Dark."

Formerly it was "The Yellow Nightingale."

AT HISTORY'S HIGHPOINT

ISA MIRANDA PUBLICITY BOOM CONTINUES

That our Hollywood studio, the film industry in general, and the foreign correspondents in particular, are all delighted with the personality and promise of Isa Miranda is proven by the following excerpt from Luigi Luraschi's weekly report of October 16th:—

"MIRANDA—We arranged three important interviews with her this week—namely, Elena de la Torre, of "Cinemundial," "Social," etc., Carlos Borcosque of "Sintonia" and Gilbert Souto of "Cinearte" and "Cinegraf." The interviews started off in English, then Miranda spoke in Italian so as to give the interviewers an opportunity to catch some of that dynamic personality of hers, then finished in English. They were three highly satisfactory interviews, creating an excellent impression with the correspondents. They are all very enthusiastic about her and all admit that it will be the first time they will have written so interestingly and so at length of anybody who has yet to make a picture in the States. One of the correspondents said that we would have no trouble at all selling Miranda's pictures if she could do the selling to the exhibitor herself, as after a two-minute chat with her, you need no further convincing."

MIRANDA THE MAGNIFICENT.

Already the world, through the graces of its newspaper representatives in Hollywood is paying gracious tribute to this very lovely lady who bids fair to be one of the fairest of all Paramount stars.



PARAMOUNT'S QUARTETTE OF SUPREME FILM EPICS FOR 1938

Individual years in the past have been dotted by individual great spots, such as the year in which "Beau Geste" appeared, and the year that gave us "The Covered Wagon," and the one which produced "The Ten Commandments."

But, according to present plans, 1938 is going to give us at least four mighty pictures, any one of which is a towering competitor to any great Paramount picture of the past. These four are:

MEN WITH WINGS. All the great air epics rolled into one, and then used merely as a prologue for this film which will encompass all aviation phases, past, present, and as far into the future as man is able to peer.

THE COUNT OF LUXEMBOURG. The grandest musical operetta of them all, to be made by Paramount in the same spirit of sympathy with the world's requirements which gave us "The Love Parade" and "The Vagabond King."

THE HUDSON BAY COMPANY. The epic of Canada is now about to be told, and in terms which will make a towering entertainment for the entire world. All that we know at the moment is that it will be a Cecil Be deMille production, and strangely enough, that is grand news enough for us.

RULERS OF THE SEA. This one will celluloid-capture the epic story of the creation of, and the conquest of the sea by, the Cunard-White Star Company. It should be very clear to you that such a picture cannot help but be of tremendous stature. And just as the Studio plans "Men With Wings" to be the mightiest air picture ever made, so they plan "Rulers of the Sea" to be just as tremendous so far as the sea is concerned.

Having struck a marvelous production pace during the concluding months of 1937, Paramount is about to emerge into 1938 with a film-making momentum destined to give the whole world the most gargantuan celluloid banquet of all time. Topped by the four towering cinemasterpieces listed on this page, and moulded by the photoplay requirements of those divisions of the Company which have the task of selling the completed product to the varying tastes of a most discriminating world, the plus-powered machinery of Hollywood is moving as never before in history towards the culminating display of motion picture perfection in all Paramount's history.

Leadership in this business calls for the toughest wrestling of command of any business extant today. Automobile organizations turn out up to ten or maybe twelve models a year, and their efforts culminate in one major selling performance. Film companies of the magnitude of Paramount turn out sixty new models every year, and their selling seasons come at the rate of one every six days. There just isn't any tougher competition than that, and the company that stays in the van of the business is there by the grace of guts and merits and sheer indefatigability.

Those are the elements of Paramount production plans for the coming year. The goal has been set, the pace has been hit, and we believe that the manpower has the guts to carry through.

As, month after month the product unrolls to a thrilled and satisfied world, you will know beyond all question that there's a wealth of truth in the slogan that the world has never denied—"If It's a Paramount Picture It's the Best Show in Town!"

WORD ABOUT HAROLD LLOYD'S NEW FILM

Our playful editorial of last month struck pay-dirt in the Harold Lloyd Studio, where the bespectacled star's Paramount releases are made. Back at once came word from genial Joe Reddy, Harold's publicity director, informing us that the script was finally completed, and that casting will start forthwith.

The title of the picture still is "Professor Beware!"



BOB HOPE

Here's your introduction to Paramount's new comedian, recruited from the New York stage and the air. Bob Hope has a new and refreshing brand of humor, as well as an attractive appearance. His first work will come to you via "The Big Broadcast of 1938."

THUMBNAIL REVIEWS

The Barrier — swell story told against spectacular natural background. **Night Club Scandal** —enter-taining thriller, with a sterling performance by John Barrymore. **Hold 'Em Navy** —good footballing.

PEOPLE

Jim Perkins, Paramount's manager in China, accompanied by Mrs. Perkins reached San Francisco last Wednesday on the Lurline and were met by representatives of the Paramount exchange in that city. They will be in New York early in November, so that next issue will carry an interesting story of their nerve-shattering experiences under fire in Shanghai.

R. M. "Dick" Blumenthal, assistant to Associate Producer Arthur Hornblow Jr., is en route to Paris in connection with the making of scenes and sequences for "Artists and Models of 1938." Mrs. Blumenthal is with him.

Tom D. Cochrane, Paramount's genial general manager for Japan, China and the Philippines, has spent most of October in a New York sick bed. We are happy to relate that he is now well, and indulging in engrossing conferences with Mr. Hicks.



VIRGINIA WEIDLER

Her performance in "Souls at Sea" was a heart-stopper, and she is currently doing a grand job in "They Knew What Happened." She looks like being one of Paramount's real bets in the near future.

J. BARRYMORE SIGNED

One of Mr. Adolph Zukor's first official acts on returning to the Hollywood Studio following his business trip to Continental Europe and England was to announce the signing of John Barrymore, and Mrs. Barrymore (Elaine Barrie) to a three-year contract.

The famous couple will first be seen in Paramount's film version of "French Without Tears." Then the studio plans to co-star them.

John Barrymore has been seen under the Paramount banner during recent months in "Bulldog Drummond Strikes Back," "Bulldog Drummond's Revenge" and "Night Club Scandal." He is currently before the cameras in "Romance in the Dark," whilst he recently completed work with Carole Lombard in "True Confession."

This contract will represent Mrs. Barrymore's first work in feature productions. Her screen work to date has been in shorts.

PERSONAL

PARADE OF LEGION HOUSE ORGANS AGAIN REFLECTS POWERFUL UNITY OF SPIRIT

Earliest of the house organs to our desk was Brazil's ever-brightening *Paramount em Accao*. This September issue was characterized chiefly by having its first page an "In Memoriam" to Tibor Rombauer, magnificently loyal Paramounteer whose untimely passing a year ago was a profound shock not only to his co-workers, but to the entire Paramount world. The issue also said "au'voir" to General Manager John L. Day, Jr., then departing on a business visit to Argentina and Chile. . . . Next in line of approach came the mid-month issue of Australia's *Paramount Punch*, this time a follow-up to the sensational Convention issue. Opportunity was taken by Managing Director Harry Hunter to review the product screened at the Convention, and to forecast the quality of the forthcoming product in the light of what had been shown at the gathering. The issue likewise carried a fine cable from Mr. Hicks, news of the transfer of Bob Graham from Adelaide to Launceston with the object of widening his distribution knowledge, a story telling of Len Penlève's promotion to the managership at Batavia, Java, and congratulations to Paramount artist George Lawrence for the signal honour of having one of his paintings hung in the Sydney gallery of the Society of Artists. In this connection Mr. Lawrence shares honours with some of the most noteworthy painters in the British Empire.

Later arrivals among the publications brought in London's *Paramogram*, which we have gladly treated editorially on Page Two. Notable among the contents of the publication have been the tributes to Mr. Hicks, especially the caption to a picture of the Foreign Legion's leader which says "...the type of leader a man will follow unquestioningly." Also in this issue we liked very much the thumbnail sketches of the chief delegates from the Continent. . . . Then came issue Number 15 of Holland's *Paramount Koerier*, with a major proportion of its space fascinatingly devoted to "Angel" and featuring both star and director. Also prominent in the issue was information on "The Last Train from Madrid," a picture of surpassing importance because of its timeliness. . . . Considered also of importance in this sector devoted to publications is the regular sales letter of General Sales Manager William Hurworth of Sydney, Australia. Mr. Hurworth is nothing if not plainspoken, and his pre-convention letter, quivering before us on our crowded desk, is punchful, purposeful and powerful.

A good swift, and sincere, pat on the back to the editorial staff of London's *Paramount Service* for a rollicking good issue covering the memorable Convention. What *Paramogram* has already accomplished in selling the convention to the British Paramount organization, *Service* now does so far as the British film industry is concerned. . . . Then there is a special issue of Australia's *Paramount Sales Punch* devoted to the first of Managing Director Harry Hunter's trade shows of the new product. We will illustrate this event in our next issue, but in the meantime feel called upon to announce that the screening was a personal as well as an organization triumph. In short, the film industry

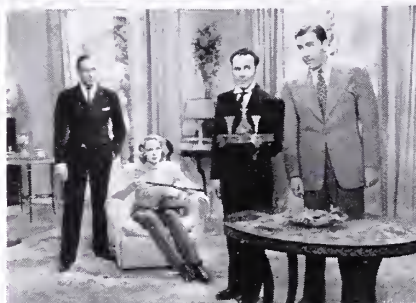
VAD SOM SKETT UNDER OKTOBER MANAD

Mr. Zukor anlände till New York den 14de Oktober och hade en del högtintressanta saker att omtala. Vi komma att delgiva eder allt detta så snart vi kunna, och allt är av största vikt för Paramounts framtid. Tillika hade den man, som bildade Paramountbolaget, mycket vackra lovord för alla Paramountärer i Europa och England, då alla visat honom den mest enastående gästvänlighet. Han var verkligen rörd över den artighet som visats honom överallt, och då han vet att det är omöjligt att tacka var och en personligen, har han ombett oss att i vårt månadshäfte framföra hans öberhörda tacksamhet till alla, som gjorde allt för att göra hans vistelse så angenäm.

Den internationella tävlan är livlig och vi finna fortfarande John A. Groves i spetsen med Straits-Java-divisionen, den enda som är över quotan. Men han har John Cecil Graham i halsarna med den Storbritanniska divisionen. Det kommer säkerligen att bli en hetsande slutspurt då Mr. Graham endast har ett kort försprång framför flera andra mycket ivriga medtävlare.

Den viktigaste nyheten om denna
(Continued on Page 12)

in Sydney was completely sold on the new product, and was thrilled to have this opportunity of such a grand get-together with Harry Hunter. The next trade show is being held in Melbourne. . . . Quite easily the most unique house organ contribution of the month came in the form of an imaginary dialogue between an exhibitor and a Paramount salesman, on board a Romanian railway express, and recorded in the September issue of *Gazeta Paramount*, published in Bucarest. The author of this jolly piece, which we hope some day soon to reproduce in full, was Mr. B. Cehan of the Bucarest publicity staff, to whom we extend our sincerest compliments.



PARAMOUNT'S NEWEST MUSICAL TRIUMPH, "ROMANCE IN THE DARK" HAS SWELL CAST

Herewith are several scenes from "Romance in the Dark," (formerly "The Yellow Nightingale"), which is now in production with Gladys Swarthout, John Boles and John Barrymore in the principal roles. In this musical feast Miss Swarthout will sing in English, French and Italian; Mr. Boles in English. Mr. Barrymore will simply do a grand job of acting. It all looks immensely promising.



**STOCKHOLM WINDOWS LAUD
"EASY LIVING"**

Here's one of three wonderful window tieups secured by Viking Leader Carl P. York's brilliant publicists in the Swedish capital for "Easy Living." This one, self-explanatory, is in the radio window of the Erickson Electric Company. One of the others was in the window of a famous fur store; the third in the best-positioned window of the leading jewelry store, and was in the form of a huge jewel case, the entire under-side of the lid being occupied by a scene illustration from the Arthur Hornblow picture.

SILVER JUBILEE SCRAP BOOKS

This is merely a note to record the fact that a number of scrap books containing evidence of the international celebration, last January, of the Silver Jubilee for Adolph Zukor have come to hand lately.

If this announcement covers your contribution, then you will know that the book, or books, repose safely in Hollywood where there is a permanent exhibition of this most memorable of all gestures to a film personality.

GREAT INSURANCE TIE-UP IN JAPAN

General Sales Manager J. W. Piper has reported to us an in-

(Continued in last column)

SELLING THE PICTURE

FINE EXPLOITATION NOW A B. A. INSTITUTION

Down in Argentina the scientific exploitation of the ace Paramount pictures is a regular part of their distribution in Buenos Aires. Managing Director John B. Nathan has instituted this procedure during the past several years, and its value is perfectly exemplified in the accompanying fine window in the famed Tonsa shoe store in connection with "High, Wide and Handsome."



PARAMOUNT DOMINATES BRUENN EXHIBITION

Herewith a glimpse of the imposing Paramount poster exhibition at the recent mammoth exhibition held in Bruenn, Czecho-Slovakia. Andre Olsen, general manager for Germany and Central Europe, reports that this display, covering the finest Paramount pictures produced in many years, attracted a powerful attention from hundreds of thousands of persons attending the exhibition from all over Europe.

WORD ABOUT THE MUSIC OF "ENSENADA"

The newest production from Arthur Hornblow Jr., who recently has given us "High, Wide and Handsome," "Waikiki Wedding" and "Easy Living," is to be a musical with a Mexican setting, tentatively titled "Ensenada." It will feature Don Ameche, Dorothy Lamour, Bob Burns and several others. In a personal communication from the producer he says:

"My next picture will be the Mexican musical. Agustin Lara, famous Mexican composer, has completed a brilliantly lovely score. The music is passionate and colorful and will be a good antidote to swing, especially in the foreign field."

Inasmuch as complete credit has been given Mr. Hornblow for the rebirth of Hawaiian music with "Waikiki Wedding," in which he interpreted native Hawaiian melodies in a fashion permitting of popular understanding by modern music lovers, it is now prophesied that he will bring world recognition to the lovely lilting melodies of colorful Mexico.

THREE POWERFUL PRESS BOOKS FROM BRAZIL

Puffing under the weight of a mountain of exploitation evidence, a porter recently placed on our desk a trio of wonderful publicity material from Brazil. The evidence was chaptered "The Plainsman," "Maid of Salem" and "The Last Train from Madrid" and it all made marvelous reading, not only for us here in New York, but for the production executives in Hollywood concerned with these three pictures. That, you see, is where the books are now and forever.

(Continued from first column)

insurance tie-up on "Make Way for Tomorrow" that is one of the swellest pieces of exploitation on record. Because the picture deals with the problem of tomorrow, and the welfare of humanity when old age is reached, the Tokyo office arranged with the Government Life Insurance Department, which is handled through the post office, to create and distribute 200,000 pamphlets in addition to giving the picture a lavish plug in the official house organ of the Department which has a circulation of 100,000. All of this was done without cost to Paramount. In addition, the picture was given a citation by the Ministry of Education, and facsimiles of this citation were given widespread distribution.

ENGLAND APPROVES LUBITSCH'S "ANGEL"

One of the most attractive and dignified broadsides we have ever seen is the one, in 4 colors, created by London Advertising Manager F. L. C. Thomas for "Angel." It has been widely acclaimed in Home Office and will undoubtedly contribute much to the film's success in the United Kingdom.



PARIS THRILL. Here is what we consider one of the finest front-of-theatre fronts ever conceived and executed. It is for "Souls at Sea" at the Paramount Theatre, Paris, and was

created under the direction of General Manager Andre Ullmann by Rene Lebreton, manager of the house, and advertising director Andre Agramon. Needless to say, this magnificent de-

piction of the spirit of the picture helped materially towards the success cable from Paris printed on Page 5.

EBB EASILY TIDE IS TREMENDOUS



SIDELIGHTS ON THE MAGNIFICENT NEW PARAMOUNT THEATRE AT BIRMINGHAM.

Last month we described, through a competent eye-witness, the premiere of the sumptuous new Paramount Theatre at Birmingham. This month we reveal the promised glimpses of the event. At the top right of these scenes is the complete staff of the new house. Below it the scene of dancing on the stage, following the premiere, with Paramount's Supervisor of all British Theatres, Earl St. John, prominent in the foreground. In the group at the top left are Messrs. Jack Cotton, Kimberley, Beverley, Whitehouse (builder), Valder (partner with Mr. Beverley in the construction of the house), Perkins and L. Holderness.

NOVEL SHOWMANSHIP TOUCHES MARKED GALA PARAMOUNT SWIMMING MEET IN LONDON, WITH MANAGING DIRECTOR J. C. GRAHAM ATTENDING

The following account of a highly diverting Annual Gala held by the Paramount Swimming Club has been supplied by Publicity Director F. L. C. Thomas.

A stormy "incident" marked the early stages of the Annual Gala of the Paramount Amateur Swimming Club, held at the Marshall Street Baths on Friday evening, September 17th.

Some of the preliminary heats had been run off and a packed audience was settling down to what promised to be an attractive sporting program, when shouts and cries were heard from among some of the spectators near the judge's stand. A section of the audience stood up and appealed for order, but above the clamour were heard the shouts of a taxidriver, who complained that he had been bilked of his fare by somebody among the onlookers. The Club Secretary, G. P. Byatt, ran down to the end of the Bath and tried to persuade the man to leave and lodge his complaint in a more formal manner, but was unsuccessful.

The taxi-man insisted that he be allowed to scrutinize the spectators, in order to locate the defaulter. Matters had reached a dead-lock when a policeman joined the group and nobody was surprised when, in the ensuing mêlée, the placid waters of the Swimming Pool were rudely disturbed by the impact of struggling forms of the taximan and policeman, with

the Club secretary uppermost.

By this time it was apparent that the affair was a skilfully timed divertissement, for, once in the water, the three appeared to forget their differences in an impromptu water-polo match, with the 'copper's' helmet as the ball!

This touch of showmanship provided the key-note to an evening of lively sport. A record number of entrants took part and competing Houses put up a stern tussle for the open events. As the results show, the Paramount contingent by no means had it all their own way.

Another high spot in the proceedings was the Bathing Beauty Parade, in which Paramount's Theatre staffs particularly shone. The first prize was carried off by Miss Sylvia Jessop, of the Paramount Theatre, Tottenham Court Road, in a contest which proved difficult for the judges.

Miss Margaret Vyner, star of the Paramount film, "Cavalier of the Streets," presided over the adjudication and presented the trophy to the winner.

Mr. J. C. Graham, Managing Director of the Paramount Film Service, Ltd., and President of the Club, wound up the proceedings by award-

ing the prizes in the sporting events, imparting a note of paternal geniality, flavoured with humour, to the task.

The full list of results is as follows:—

LADIES' ONE-LENGTH BREAST STROKE HANDICAP:

1. J. de la Riviere
2. M. Rogers
3. J. Cecil

MEN'S ONE-LENGTH BREAST STROKE HANDICAP:

1. J. Thomas
2. W. Ayres
3. N. Lindop

LADIES' DIVING CHAMPIONSHIP:

1. I. Burgess
2. J. de la Riviere

MEN'S OPEN 66 YARDS CHAMPIONSHIP:

1. L. Denton
2. H. Denton
3. J. Draper

LADIES' FREE STYLE ONE-LENGTH CHAMPIONSHIP:

1. M. Gage
2. I. Burgess
3. J. de la Riviere

MEN'S FREE STYLE ONE-LENGTH HANDICAP:

1. B. Gardner
2. K. Mathews
3. J. Hawkins

LADIES' OPEN 66 YARDS CHAMPIONSHIP:

1. K. Durrant (Paramount)
2. G. Lowrey (W. E.)
3. K. Skinner (Gaumont)

MEN'S DIVING CHAMPIONSHIP:

1. W. Ayres
2. L. Brereton

MEN'S OPEN RELAY RACE:

1. Gaumont
2. Paramount
3. Pathé

WAS DER MONAT OKTOBER BRACHTE

Herr Zukor hatte, als er am 14. Oktober in New York eintraf, viele hochinteressante Neuigkeiten zu berichten. Alle werden demnächst veröffentlicht und wir dürfen Ihnen heute nur verraten, dass es sich um grosse Pläne für Paramount's Zukunft handelt. Herr Zukor konnte nicht genug Worte des Lobes finden, über den herzlichen Empfang, der ihm überall in Europa zuteil wurde. Er war von der grossen Aufmerksamkeit, die ihm allseits gezeigt wurde, aufs Tiefste gerührt; und da es ihm ein Ding der Unmöglichkeit ist jedem einzelnen Paramountler, der dazu beigetragen hat seine Reise so angenehm und erfolgreich wie möglich zu gestalten, persönlich seinen tiefen Dank auszusprechen, so bat er uns, Ihnen Allen auf diesem Wege allerherzlichst zu danken.

John A. Groves und seine Straits-Java Division stehen immer noch an der Spitze des Internationalen Wettbewerbes. Er ist übrigens der Einzige, der die Quote überschritten hat. Auf seinen Fersen folgt Gross-Britannien geführt von John Cecil Graham. Da jedoch Herrn Graham's Abteilung einer Reihe von ehrgeizigen Filialen nur um Weniges voraus ist, nehmen wir an, dass es zu einem aufregenden Endspurt kommen wird.

Zum Wettbewerb mochten wir noch bemerken—and wenn Sie die Filialstände betrachten, wird es Ihnen auch sofort auffallen—dass China nicht mehr mitmacht. Dieses bedeutet nicht, dass alle Lichtspielhäuser in China geschlossen sind—im Gegenteil, der grösste Teil aller Theater ist nach wie vor geöffnet. Aber das Geschäft wird tagtäglich schwieriger, es ist kolossal schwer den finanziellen Teil des Geschäfts befriedigend abzuwickeln und China's Zukunft ist derartig ungewiss, dass es nur mehr gerecht ist, soweit unsere persönlichen Interessen in China in Betracht kommen, wenn wir davon absehen China's Stände weiterhin zu veröffentlichen.

Es wird Sie sicherlich interessieren, dass James E. Perkins, Paramount's leitender Direktor in China, sich momentan in den Vereinigten Staaten befindet, und zwar auf dem Wege nach New York, um Herrn Hicks persönlich über die Geschäftslage in China zu berichten. Herr Perkins wird am 10. November in New York erwartet.

Herr Hicks ist inzwischen von seiner europäischen Geschäftsreise zurückgekehrt und konnte gar nicht

(Continued on Page 12)

VETERANS' ONE-LENGTH RACE (FREE STYLE)

1. F. Chandler (Won by a walkover)

LADIES' OPEN RELAY RACE:

1. Paramount
2. B.T.H.
3. National Screen

BATHING BEAUTY PARADE:

1. Miss Jessop, Paramount, Tottenham Court Road

2. Miss Harvey, Astoria, Streatham

3. Miss Bell, Astoria, Brixton

Winning Group: Astoria, Brixton

MEN'S 66 YARDS CHAMPIONSHIP (HOLDERNESS CUP):

1. J. Green
2. K. Mathews
3. J. Hawkins

LADIES' ONE LENGTH CHAMPIONSHIP:

1. I. Burgess
2. B. Frapper
3. Pellingham

POLO MATCH:

1. Otter
2. Penguin



"BARRIER" STARS

James Ellison (of the Hopalong Cassidy series, and "The Plainsman"), and Jean Parker, celebrate the completion of filming of "The Barrier" with a day on the beach. "The Barrier" is producer Harry Sherman's most ambitious film undertaking, and reports state that it is a grand picture.

CE QUI S'EST PASSE EN OCTOBRE

Mr. Zukor est revenu à New York en octobre avec des nouvelles extrêmement intéressantes. Nous vous en rendrons compte en propre lieu et place, et toutes sont importantes concernant l'avenir de Paramount. En outre, le fondateur de Paramount exprima sa grande satisfaction pour l'hospitalité que lui offrirent les Paramountais partout en Europe et en Angleterre. Il fut grandement touché de la considération dont il fut partout l'objet, et comprenant qu'il lui est impossible de remercier chaque personne individuellement, il nous a demandé d'exprimer dans nos colonnes sa gratitude à chacun de ceux qui ont contribué à faire de sa visite un succès marqué.

Le Concours International trouve encore John A. Groves conduisant au succès sa division Straits-Java, car il est le seul qui ait dépassé son contingent. Mais près sur ses talons vient John Cecil Graham, avec sa division de Grande Bretagne. Cela semble devenir une joute très contestée, car M. Graham n'a qu'une très petite avance sur plusieurs des ambitieux concurrents.

Un commentaire significatif, c'est que ce mois-ci nous omettons la Chine entièrement dans les résultats du Concours. La raison en est évidente. Cependant cela n'implique pas que tous les cinémas aient été fermés en Chine. Au contraire, la plupart des salles sont encore ouvertes. Cependant les affaires sont tellement précaires, les résultats financiers tellement incertains, et l'avenir tellement troublé, que c'est pour être justes envers la Chine, en tant que nos intérêts particuliers sont en jeu, que nous omettons entièrement ce territoire des résultats.

Vous apprendrez avec intérêt que James E. Perkins, Directeur de Paramount pour la Chine, est en ce moment aux Etats-Unis, en route pour New York pour faire personnellement son rapport à M. Hicks sur l'état des affaires dans ce pays déchiré par la guerre. Il arrivera à New York vers le 10 novembre.

Entretiens M. Hicks est de retour

ses tournées périodiques d'inspection en Europe. Il apporte des souvenirs personnels du succès énorme de la convention Européenne tenue à Londres vers la fin de septembre, et à laquelle assistaient un si grand nombre de Paramountais européens.

La prise de vues de la production Cecil B. DeMille, "THE BUCCANER," a été achevée au début d'octobre et l'on prépare en ce moment le film pour une présentation à New York au début de décembre.

Un peu avant cela, nous comptons voir la production Frank Lloyd "Wells Fargo," déjà renommée comme la plus grande histoire épique de l'Ouest par Paramount, même surpassant le fameux "Plainsman."

Des informations du studio montrent qu'une énorme campagne de publicité a commencé démontrant l'importance de Isa Miranda comme vedette de Paramount. Vous pouvez nous en croire, cette jeune personne sera quelque jour d'une énorme valeur pour notre compagnie.

LOS SUCEOS DEL MES DE OCTUBRE

—El señor Zukor, que regresó a Nueva York el 14 de octubre trae informaciones en extremo interesantes y de gran importancia para el porvenir de la Paramount. De todas ellas iremos dando cuenta oportunamente. Valga manifestar, entre tanto, que el fundador de la Paramount conserva gratísimo recuerdo de la obsequiosidad con que lo atendieron los paramountistas en todas las ciudades que visitó en la Europa continental y en Inglaterra. No siendo posible expresar personalmente su gratitud a cada uno de ellos, nos ha pedido que manifestemos en estas columnas cuán viva es la que le obliga para con todos cuantos contribuyeron al buen éxito de su gira.

—El Concurso Internacional halla aún a don John A. Groves manteniendo a la cabeza la división de los Establecimientos del Estrecho y de Java, que es la única con cuota mayor de la fijada. Siguele muy de cerca don John Cecil Graham, con la división de la Gran Bretaña, a la cual disputan el puesto otros decididos competidores.

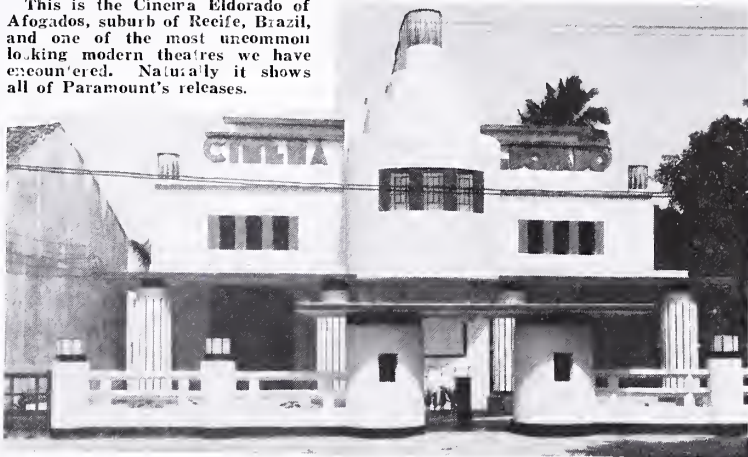
—El comentario saliente de este mes acerca de China es el haberse omitido en la relación del Concurso. El motivo de ello es obvio. No se entienda, empero, que esto quiera decir que se hayan cerrado en China todos los cines; por el contrario, continúan abiertos en su mayoría. Pero el negocio es tan inseguro, los riesgos tan crecidos y lo por venir tan incierto, que parece lo más equitativo no mantener a China en una competencia que sería desigual a todas luces.

—Don James E. Perkins, gerente de la Paramount en China, se encuentra en la actualidad en los Estados Unidos. A su llegada a Nueva York, que será sobre el 10 de noviembre, rendirá informe al señor Hicks acerca de la situación creada en China por la guerra.

—El señor Hicks se halla de vuelta en Nueva York después de una de sus giras periódicas de inspección por Europa. Viene muy bien impresionado por el magnífico congreso paramountista europeo reunido en Londres a fines de septiembre.

—"Bucanero" ("Buccaner"), la magna producción de Cecil B. de Mille cuyas últimas escenas se terminaron de fotografiar a principios de

This is the Cinema Eldorado of Afogados, suburb of Recife, Brazil, and one of the most uncommon looking modern theatres we have encountered. Naturally it shows all of Paramount's releases.



NOTICIARIO DO MEZ

No dia 14 de Outubro tivemos o gosto de ver Mr. Zukor de regresso de sua viagem de recreio e negócios ao velho Continente. Muitas e importantes notícias nos trouxe elle, todas referentes á Paramount ou ás suas futuras actividades, e de tudo isso trataremos quando a occasião se nos apresente. Mas, além das impressões que Mr. Zukor trouxe da esphera dos negócios, muito sensibilizado voltou elle com a esplendida acolhida que lhe tributaram os paramountezes dos paizes que visitou. E a todos aquelles que contribuíram para que a sua visita fôsse a mais agradável possível, envia Mr. Zukor, por nosso intermedio, os seus agradecimentos e a certeza de continuação da sua amizade.

—No nosso Concurso Internacional é ainda Mr. John A. Groves quem, com a sua divisão de Java e Malacca, se acha na dianteira. Mas, em segundo lugar, fazendo grande esforço, vem a divisão de Mr. John Cecil Graham, chefe na Gran-Bretanha. A luta está travada para a grande victoria... Veremos no final das contas quem será o conquistador entre os conquistadores.

—Um facto característico, referente ao nosso Concurso, é que na lista das entradas, este mez, foi omitida a China, o que não quer dizer que tenhamos encerrado nossas actividades naquella vasta territorio do Oriente. Entretanto, dadas as condições prearias em que se encontra o paiz, sem nenhuma possibilidade de entradas de lá para cá, o mais acertado é retirarmos por ora o territorio do nosso Concurso e aguardarmos o que o futuro nos venha a revelar.

—De interesse para nós é o facto de Mr. James E. Perkins, director do Departamento da Paramount na China, achar-se de viagem para Nova

octubre, quedará pronto lista para el antestreno, que será en Nueva York, en los primeros días de diciembre.

—Antes de esa fecha nos prometemos ver "Ha nacido un imperio" ("Wells Fargo") producción de Frank Lloyd a la cual aclaman ya como epopeya del Oeste norteamericano que supera en grandiosidad a "El Llanero."

—Las noticias recibidas de los Estudios revelan cuán formidable y bien dirigida es la campaña de publicidad que está llevándose a cabo para realzar la importancia de Isa Miranda, la estrella de la Paramount. Puede creérsenos bajo nuestra palabra que esta joven actriz será uno de los máximos valores de nuestra Compañía.

York, afim de informar Mr. Hicks pessoalmente das condições naquella paz, preso agora de uma guerra sem precedentes. Mr. Perkins estará em Nova York em princípios de Novembro.

—Mr. Hicks já está de volta de sua ultima visita á Europa. Optimas são as impressões por elle trazidas de varias capitais, principalmente da Inglaterra, onde elle participou do congresso geral dos paramountistas da Inglaterra, ali reunido.

—Terminou em fins de Outubro a filmação do super-filme de Cecil B. de Mille, "O Corsario," que fica agora a depender apenas de ligeiros retoques para a sua estreia em Nova York, em principios de Dezembro.

—Esperamos com ansiedade a estreia da obra de Frank Lloyd, "Surge um Imperio," pois sabemos ser esse um trabalho impressionante, superior em muitos pormenores ao filme "Jornadas Heroicas," que tanto exito obteve.

—Uma nova estrella Paramount prepara-se neste momento para a sua grande estreia. Trata-se de Isa Miranda, uma encantadora creatura em quem os studios põem toda a esperanza. Podemos desde já garantir que se trata de uma personalidade vibrante, artistica até ali, a qual dará indiscutivel valor ás produções da nossa marca.



STOLEN AWAY FROM M-G-M

This is lovely Dorothy Howe, who was a telephonist in the Dallas, Texas, Metro exchange until Paramount talent scouts saw her, took her to Hollywood for a screen test, and then promptly saw her signed to a Paramount contract. You'll be seeing her in "The Big Broadcast of 1938."

VAD SOM SKETT UNDER OKTOBER MANAD

(Continued from Page 8)

tävlan är, att vi denna månad fått lov att utesluta Kina. Orsaken därtill är självklar. Trots detta komma vi ej att stänga alla biografier i Kina. Tvärtom: stora flertalet av filmteatrarna i landet äro fortfarande öppna. Men affärerna äro så osäkra, inkomsterna så vacklande, och framtiden så i dimman, att det enda riktiga och hederliga mot landet är, åtminstone när det gäller våra intressen där, att utesluta territoriet från vår tävlan just för ögonblicket.

Det intresserar eder förmodligen att höra, att James E. Perkins, Paramounts kinesiska chef, just nu är på besök i Förenta Staterna, och på väg till New York för att personligen samtala med Mr. Hicks om förhållandena i det av krig sönderslagna landet. Han ankommer hit den 10de november.

Under tiden har Mr. Hicks återkommit till New York från en av de många resorna till Europa. Han medför minnet av de många oerhört lyckade möten, som hölls i London under slutet av september månad, vid vilka så många Paramountärer från kontinenten voro närvarande.

Fortograferingen av Cecil B. de Milles storfilm, *THE BUCCANEER*, avslutades i början på oktober och filmen göres nu färdig för en uppvisning i december i New York.

Strax före detta komma vi att beskåda Frank Lloyds storfilm, "Wells Fargo," allaredan ansett som Paramounts mest storartade vilda västernfilm, överglänsande till och med den mäktiga "The Plainsman."

Nyheter från våra ateljeer visa

oss tydligen, att en välorganiserad annonsering har påbörjats att lancera Isa Miranda som en kommande Paramountstjärna. Tro vära ord, att denna unga dam en vacker dag kommer att bli av stor vikt till vårt bolag.

EVENTI DEL MESE DI OTTOBRE

Il Sig. Zukor e' ritornato a New York il 14 di ottobre con molte cose interessantissime da dire. Tutto questo verra' comunicato a tempo opportuno ed avra' un importante effetto sul futuro della Paramount. Nullameno il fondatore della Paramount ebbe lusinghiere osservazioni da fare per la splendida ospitalità dimostratalgli dai Paramountisti nei paesi da lui visitati in Europa ed Inghilterra. Rimase molto commosso per la considerazione a lui dimostrata ovunque e, rializzando l'impossibilità di ringraziare ogni persona individualmente, ha pregato noi di estendere, a mezzo delle nostre colonne, i suoi grati ringraziamenti a ognuno che ha contribuito a rendere la sua visita deliziosa e piena di successo.

La Gara Internazionale trova ancora John A. Groves che conduce la sua divisione Straits-Java al successo, essendo l'unico sopra quota. Però molto vicino a lui troviamo John Cecil Graham colla sua divisione della Great Britain. Sembra una Gara molto contestata perche' il signor Graham ha giusto un piccolo vantaggio sugli altri ansiosi competitori.

La nota principale di questa gara e' che in questo mese abbiamo completamente omesso la Cina. La ragione di questo e' ovvia. In tutti i modi la nostra azione non si applica alla chiusura di tutti i teatri in Cina.

Al contrario, il maggior numero dei cinematografi sono ancora aperti. Cionon toglie che se gli affari sono precari, che se il profitto e' azzardoso e che il futuro e' pieno di incertezze, e' a vantaggio della Cina, poiche' noi attenendoci ai nostri interessi, omettiamo le condizioni del suo territorio dalle nostre attivita'.

In oltre sarete interessato sapere che James E. Perkins, manager della Paramount in Cina e' presentemente negli Stati Uniti alla volta di New York per dare un rapporto personale al signor Hicks sulle condizioni d'affari del paese ora travolto dall guerra. Egli arrivera' in New York verso il 10 di Novembre.

Nel frattempo il Sig. Hicks e' di nuovo in New York dopo la sua periodica ispezione delle condizioni in Europa. Egli porta i ricordi personali dell'enorme successo che la convenzione ha avuto in Europa, tenutasi a Londra verso la fine di Settembre, alla quale erano presenti molti Paramountisti continentali.

La pellicola girata sotto la direzione di Cecil B. deMille: "The Buccaneer" e' stata ultimata in Ottobre e si sta ora preparando per una premiere nel mese di Dicembre in New York.

Un poco prima di questa si aspetta di vedere la produzione di Frank Lloyd "Wells Fargo" gia' pronosticata l'epico episodio di Paramount nel West, e che sorpassa per sino il fantastico "Plainsman."

Da quanto si apprende dallo studio, i fatti indicano che una grande compagnia di publicita' organizzata sta lavorando per creare importanza quale stella di Paramount la Isa Miranda. Voi potete credere alla nostra parola che questa Signorina qualche giorno sara' di grande valore a questa nostra compagnia.

(Continued from Page 10)

genug von der grossartigen europäischen Konferenz berichten, die Ende September in London stattfand und der sicherlich auch einige Abgeordnete Ihrer Filiale beiwohnten.

Die Verfilmung von Cecil de Milles Produktion "The Buccaneer" wurde Anfang Oktober beendet und man arbeitet nunmehr fieberhaft an den letzten Einzelheiten, damit der neue de Mille Film seine Premiere Anfang Dezember in New York erleben kann.

Gleich darauf wird Frank Lloyd's Film "Wells Fargo" herauskommen. Dieser Film wird schon heute als Paramount's packendster Wildwestfilm bezeichnet, neben dem selbst der grossartige "Plainsman" gering erscheint.

Aus den Hollywood Ateliers kommt die Kunde, dass ein sensationeller Pressefeldzug geplant wird um Isa Miranda gebührend als Paramount Star einzuführen, und wir sagen nicht zuviel, wenn wir behaupten, dass diese junge Dame für Paramount von ungemein grossem Wert sein wird.

SONG HIGHSOT OF "HER JUNGLE LOVE"

Frederick Hollander has written a song, "Love Light In The Starlight" which is destined to become an even greater success than his two recent song hits, "Moonlight And Shadows" and "Whispers In The Dark."

Dorothy Lamour, who introduced "Moonlight and Shadows" in her first Paramount picture, "The Jungle Princess," will introduce "Love Light In The Moonlight" in a Technicolor production, "Her Jungle Love." She appears with Ray Milland and sings it in both English and Malay.

ALL OF THESE PARAMOUNTEERS HAVE DECEMBER BIRTHDAYS

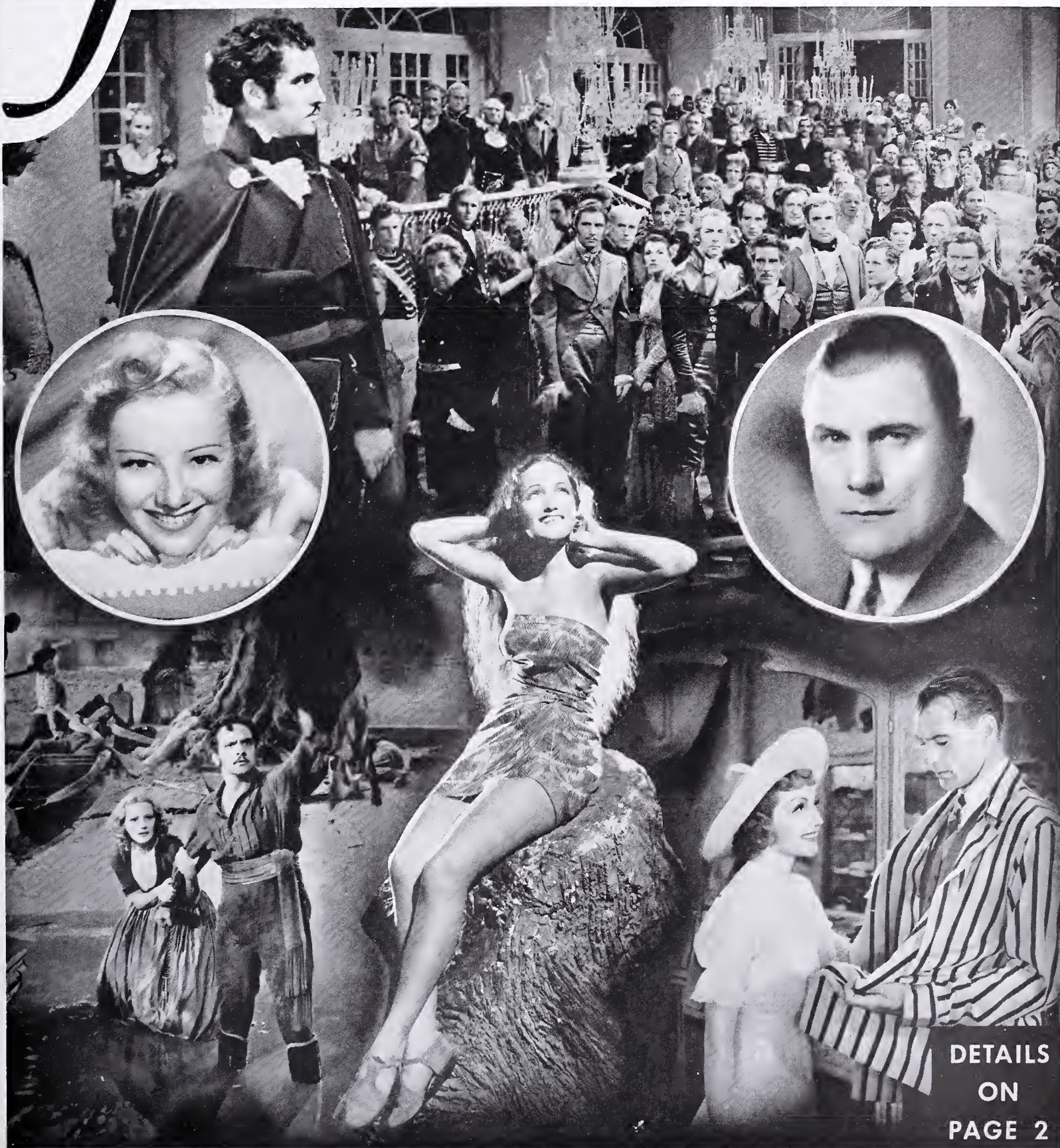
1 M. Chodowski.....Warsaw	Mr. J. Thomas.....London	T. Ledger.....Newcastle	Miss Lazell.....London	Miss Nunn.....London
L. Winkler.....Bucarest	F. Jones.....Cardiff	J. Taichert.....Sydney	Miss N. Hanlan.....Glasgow	Mr. O. Roverano.....Santa Fe
Miss Haskell.....London	Mrs. Coleman.....London	Miss O'Mara.....London	Mr. J. H. Swift.....Leeds	Mr. Brierley.....Manchester
Miss Wilson.....London	H. Gantz.....Warsaw	Mr. W. Harding.....Liverpool	A. Hullah.....Cardiff	Miss W. Harrison.....Manchester
Mr. R. Lehman, Jr.,	Mrs. A. Martin.....Paris	Mr. P. Johnson.....Liverpool	M. I. Jones.....Cardiff	Miss J. Cross.....Liverpool
Buenos Aires	Mrs. Anderson.....Newcastle	Mr. F. C. Lee.....Cardiff	Mr. H. Frost.....Copenhagen	Miss Nicholson.....Liverpool
Miss L. Murphy.....Liverpool	Mrs. Kearsley.....London	Mr. A. Penafiel.....Mexico	Mrs. M. Delmore.....Paris	Mr. G. Thevenet.....Marseilles
Miss Ledger.....London	Mrs. Cassell.....London	Miss M. Matthews.....Sydney	Miss Y. Plouard.....Paris	Mr. C. Deneve.....Bruxelles
2 Mr. C. Lauzu.....Toulouse	Mrs. Rowlands.....London	Mr. J. Gouillard.....Paris	L. Ritchie.....Dublin	Mr. M. Silvestre.....Barcelona
Mrs. P. Chenault.....Paris	8 Miss P. Greenwald,	Miss J. Schumacher.....Basel	Ali Mikrat bin Hamem,	J. Gajewski.....Lemberg
Miss D. M. Ruiz.....Seville	Home Office	Mr. E. Font.....Barcelona	Batavia	Mr. P. W. See.....Frankfort
Mr. P. Thieles.....Berlin	Miss C. Mannheimer.....Paris	Mr. J. Becker.....Barcelona	Miss N. Bideleux,	Mr. M. Francis.....Catania
Miss M. Calderoni.....Rome	Mr. L. Cortina.....Barcelona	C. Jakubowicz.....Katowice	Buenos Aires	Miss Beale.....London
Mr. H. Dixon.....Brisbane	Mr. F. A. Ramos.....Lisbon	Mr. U. Zinelli.....Milan	Miss Reeves.....Liverpool	Mr. G. Birley.....Birmingham
Miss H. Sommerville.....Sydney	Miss H. Kesel.....Berlin	Mr. Wilcox.....London	Mr. K. Gerard.....Auckland	Mr. Wright.....London
Mr. Flynn.....London	Miss Stanfield.....London	Mr. R. Thompson.....London	N. Metori.....Fukuoka	Mr. R. Tulip.....Manchester
Mr. Crisp.....London	Mr. H. Mereine.....Birmingham	J. Sewell.....Newcastle	Mr. P. Cornwall.....London	R. Gaston.....Cardiff
Miss Hawkins.....London	Miss Offwood.....London	Mrs. E. G. de Vazquez,	Miss P. Green.....Sydney	J. Sullivan.....Cardiff
Mr. Ross.....Liverpool	Mr. Bollington.....London	Buenos Aires	Miss McDermid.....London	27 Miss M. Kruspe.....Berlin
Mr. Vigar.....Cardiff	Mrs. deFranca.....London	Mr. O'Connor.....Birmingham	Mr. E. Preece.....Newcastle	O. MacCabe.....Newcastle
3 Miss P. Kerckhove.....Bruxelles	Mr. J. Fritz.....Vienna	A. Bejvl.....Brunn	Mr. L. Woodman.....Liverpool	Mr. Newland.....London
Mrs. E. Mercier.....Paris	Mr. M. Arnaud.....Marseilles	Mr. F. Verstraeten,	Mr. P. Birrer.....Basel	Mr. J. Foster.....Manchester
Mr. Burton.....London	Mr. D. Wilson.....Glasgow	Bruxelles	Mr. J. Stoll.....Basel	Miss Younger.....Newcastle
Mr. G. McClenaghan,	Mr. J. F. Scholte.....Batavia	Miss F. Encaoua-Casa Blanca	Mr. T. D. Cochrane.....Tokyo	Mr. L. Cantwell.....Melbourne
Liverpool	Miss D. Carson.....Wellington	Mr. S. Kanada.....Osaka	Mr. F. Roldan.....Madrid	Mrs. Y. Antoine.....Bruxelles
Miss A. Holly.....Vienna	Miss Boswell.....London	Ha Kong Chin.....Batavia	Miss Sawdon.....London	Mr. A. Antunes.....Lisbon
4 Mrs. S. Munier.....Paris	Miss Bradshaw.....Newcastle	Mr. R. Tostes, Rie de Janeiro	Miss A. Leese.....Manchester	Mr. J. Stratford.....London
Mrs. M. Thevenet.....Marseilles	Mr. L. Debaise.....Bruxelles	Mr. G. Tallon.....Buenos Aires	Mr. K. Thomas.....Cardiff	Mr. McNally.....London
Miss E. Muschalla.....Berlin	10 Mr. O. Guillodo.....Lille	M. Fitzsimons.....Dublin	Mrs. Phillips.....Cardiff	Mrs. L. Haccou.....Batavia
Miss Clark.....London	Mr. M. Gelle.....Paris	Mr. R. O'Connell.....Home Office	23 J. Capelak.....Prague	Mr. E. James.....Melbourne
Miss Johnson.....London	Mr. M. Payen.....Paris	Mr. A. Bourgois.....Paris	Mr. S. Lauridsen.....Paris	Mr. E. Newton.....London
Mr. Gramston.....London	Mr. M. Keller.....Paris	Mr. J. Langelier.....Paris	Mrs. M. Kaminski.....Marseilles	Mr. Howard.....London
Mr. Gallagher.....Manchester	Mr. J. L. Baldasano,	Mr. P. Loutte.....Bruxelles	Mr. E. Guinovart.....Barcelona	Miss Cummings.....Newcastle
Miss Anderson.....Newcastle	Barcelona	Miss S. Lalande.....Paris	Miss M. Thrift.....London	29 Mr. C. Higgins.....Sydney
Miss E. Noble.....Leeds	Mrs. Topp.....London	Mrs. E. Arslanian.....Paris	Miss M. Furness.....Leeds	Mrs. A. N. deAndreotti,
Miss M. Waring.....Liverpool	Mrs. Turley.....London	Mrs. Norman.....Cardiff	Mr. C. Long.....Melbourne	Buenos Aires
H. Roberts.....Birmingham	Miss Seldon.....London	Miss Hutchinson.....London	Miss Willington.....London	Mr. G. Watson.....London
5 Mr. P. Welsch.....Amsterdam	Miss Cook.....London	Miss Western.....London	Miss E. McPheely.....Glasgow	30 Mrs. P. Tron.....Marseilles
Miss M. Paulsson.....Stockholm	Mr. Tinker.....Manchester	Mr. M. Dukat.....Home Office	Miss Thomas.....Manchester	Mr. P. A. Pandolfi.....Rome
Mr. M. Devries.....Paris	Mr. J. Simon.....Paris	Mr. L. Vassiaux.....Lille	Mr. J. Osborne.....Melbourne	Mr. Greenane.....London
Miss A. Boada.....Barcelona	Mr. G. T. Simeoni.....Padova	Mr. F. O'Neill.....Perth	24 Mr. P. Ackerman.....Home Office	Mr. Gilbert.....London
Mr. A. B. Ruiz.....Bilbao	Miss J. Tennent.....Glasgow	Miss Rile.....London	W. Ince.....Bucarest	Miss Henneker.....London
Mr. R. V. Ferrer.....Seville	Mr. T. Wilson.....Leeds	Mrs. Tabrum.....London	M. Friedova.....Prague	Mr. Harvey.....Newcastle
Miss Simpson.....London	Miss Chapman.....London	Miss A. Villanueva.....Mexico	Mr. G. Lebon.....Paris	Mr. Hardy.....Leeds
Miss Ford.....London	D. Weinberger.....Zagreb	Mr. A. Balsas.....Havana	Mr. Lawrence.....London	Mrs. C. Wills.....Liverpool
Miss Bristow.....London	Miss A. P. Mas.....Valencia	Mrs. V. Pohl.....Stockholm	Mr. Bickell.....London	31 Mrs. C. Bracke.....Bruxelles
Miss M. Whittington,	Miss P. Ressler.....Dusseldorf	Mrs. I. Dyhm.....Copenhagen	Mrs. Fox.....London	Mr. E. Lagneau.....Bordeaux
Melbourne	Miss P. Welsford.....Melbourne	Mr. A. Bertaux.....Paris	Miss Carter.....Manchester	Mr. H. Peyronnet.....Marseilles
Miss Connor.....London	C. Castaneda.....Guatemala	Mr. T. Barbuy-Ribeiro Preto	Mr. C. Large.....Liverpool	J. Czapnik.....Katowice
Miss Philp.....London	Miss Tuggey.....London	Miss T. Scott.....Brisbane	25 A. Fodor.....Budapest	Miss Houchin.....London
Miss Lawson.....Newcastle	Miss Mavis.....London	Mr. Samuels.....London	Mr. A. Bonnett.....Paris	Mr. E. Harris.....Birmingham
Mr. McDermott.....Leeds	Miss Fox.....London	Miss Snowden.....London	Mrs. F. Laperriere.....Paris	Miss E. Gonzalez.....Buenos Aires
Mrs. Curlett.....Liverpool	Mr. T. C. Reddin.....Liverpool	Mr. Karel.....Prague	Mr. J. Hamill.....Glasgow	Miss Deards.....London
6 Miss M. Kass.....Home Office	Mr. E. Lindstrom.....Helsingfors	Mr. R. Maurin.....Paris	Miss L. Herstein.....Cairo	Miss Gavia.....London
A. Kruger.....Warsaw	W. Hirsch.....Brunn	Mr. N. Larrazabal.....Bilbao	Miss E. Boos.....Basel	Mr. Hughes.....London
Mr. P. Perri.....Marseilles	Mr. R. Lebreton.....Paris	Mr. C. Jensen.....Berlin	Miss Escott.....London	Mr. W. Pearson.....Manchester
Mr. K. Suzuki.....Tokyo	Mrs. M. Stebler-Wirz.....Basel	Miss H. Field.....Leeds		
Mr. L. Harris.....London	Miss M. Barry.....Cardiff	Mr. G. Fox.....Buenos Aires		

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Paramount's **INTERNATIONAL NEWS**

DECEMBER 1937
VOL. 4 NO. 12



DETAILS
ON
PAGE 2

Editorial Comment of an Eventful Month

E P I C. We have been privileged lookers at a preview of Frank Lloyd's mighty film of Western courage, *Wells-Fargo*. We have seen in this towering production, whose making consumed months of time and engaged the best film brains in Hollywood, a picture for the entire world, especially those countries which have come to nationhood through pioneering efforts made in the face of heavy odds. We most assuredly view the film as one of Paramount's major efforts in many years, and in felicitating the director on a grand piece of work we are at the same time telling you that in *Wells-Fargo* you have a film of sterling worth and unquestioned appeal

S U R V E Y. Now in the Studio, engaged in a routine investigation of the merits of the great films being made, and projected, are Messrs. Barney Balaban and Stanton Griffis. It is our humble guess that they will find plenty to interest them profoundly. And, by an odd quirk of coincidence, the nature of their findings will likewise interest us profoundly. Because (and this is the secret), they will find that in such pictures as *The Buccaneer*, *Bluebeard's Eighth Wife*, *Her Jungle Love* and *Romance in the Dark* are such films as we are gnawing our fingernails off to receive

B E N N Y. Learning something of the studio plans for Jack Benny's future commitments leads to the incontrovertible belief that in this satin-smooth performer Paramount has one of the really big comics of the immediate future. Benny is absolutely tops in America: when his Sunday radio broadcast is on the air everything stops but the studio clock (and the nation's taxes). His screen work in *Artists and Models* and *The Big Broadcast of 1937* reveals a technique no other comic can match. And most important of all, his recent business and vacation trip to Europe has given him a powerful comprehension of what the international market means to his films. All of these factors combined with his strong and shrewd business sense should make the performer, Jack Benny, a capital asset to Paramount as well as to Jack Benny

C O N T E S T. The big event is almost over. On February 1st we will announce the winners and make obeisance to all who have done noble work. The contest has been marked by an absence of flamboyancy and a presence of the utmost diligence, sacrifice and good service. Everybody concerned has been an indefatigable worker, and there have been a great many instances in which loyalty and undeviating steadfastness have been carried to lengths never before witnessed in the annals of our organization. Specifically we refer to the devotions of the Paramounteers of China and Spain, where services never before recorded by a film company have been etched imperishably in history. This Contest of 1937 has been carried out under exceptional circumstances; the very records it has engraved are exceptional; and likewise it is recorded that the Company's gratitude for all that has been done, all that has been suffered and endured, transcends any mere words that we might be capable of engraving here

L U B I T S C H. The cables from the four corners of the globe are recording once more the fact that Ernst has done it again for the Foreign Department. His *Angel* is a hit; the Dietrich film is winging its way celestially to new records of achievement: its trumpet voice is tumbling down more and bigger box-office walls (of Jericho). In short, we have another hit on our

News on the Cover

Dominating our front page spread are two scenes from Cecil B. deMille's colorful production, *The Buccaneer*. Our guess is that Fredric March and Franciska Gaal are writing new film history in this one, just as more than three thousand Paramount Legionnaires will write new film history once the film gets into their hands.

Ovalled on the cover are two figures renowned throughout Continental Europe. The young lady is the self-same Franciska Gaal referred to above: the young gentleman is Fred W. Lange, Paramount's general manager for all of Continental Europe, newly decorated by King Victor Emmanuel II of Italy for notable services to the Crown.

Pictured between these two personalities is Dorothy Lamour, concerning whose work in *Her Jungle Love* there is much news throughout the current issue.

And then of course there is a scene from Ernst Lubitsch's *Bluebeard's Eighth Wife*, eagerly anticipated as the jolliest, liveliest, friskiest, funniest of all the Lubitschilarities of this or any other year.

hands—those horny hands that have toiled so hard to make Paramount history wherever films are shown and audiences are thrilled and amused

C O L O R. Even as we write the *Ebb Tide* is upon you, and if you aren't thrilled right down to your multi-colored socks at this one, then you don't deserve to own socks. We are making mention of the South Sea picture here not only because of the film itself, but because its gorgeous rainbow hues are additionally a fore-runner to the brilliant coloring of *Her Jungle Love*, which even now is before the Hollywood lenses and Technicolor sun-lamps. The eyes of the world are certainly in for a banquet of brilliance.

G U I Z A R. Tito the Troubador, the Spanish-speaking world's gift to the movies, is wowing Hollywood. This very news makes us shudder.—yes, we shudder to think how much less-better *The Big Broadcast of 1938* would have been for us if the shrewd studio spotters of talent had been looking the other way when Tito called around to show his wares. According to the insiders who purvey news of vital importance to a waiting world, Tito has what it takes—and we are going to take it far and wide, not only to the Spanish-speaking world, but (because we believe the Guizar talent to be international), to all corners of the compass. For Guizar, you see, has that marvelous gift of singing from the heart instead of from the pocketbook, and that, mes amigos, is a rarity indeed

M A E. We respectfully call your attention to a new picture of Mae West published on another page. This is the first shot of the curvaceous lady as a brunette, and it reveals her as she appears in much of the footage of *Every Day's a Holiday*, her Major Picture for Paramount Release. Mae impersonates a French musical comedy queen in these sequences, and the story has her get away with it. She also gives what our Hollywood operatives announce in their confidential reports as a swell performance, comparable only to the offering she gave the world in *She Done Him Wrong*. We rather fancy that this will be good news to you all, and that it will have a significant influence on the heavy exploitation and publicity campaigns you surely have been lining up for *Every Day's a Holiday*.

J. E. Perkins Rewarded for Courage, Loyalty

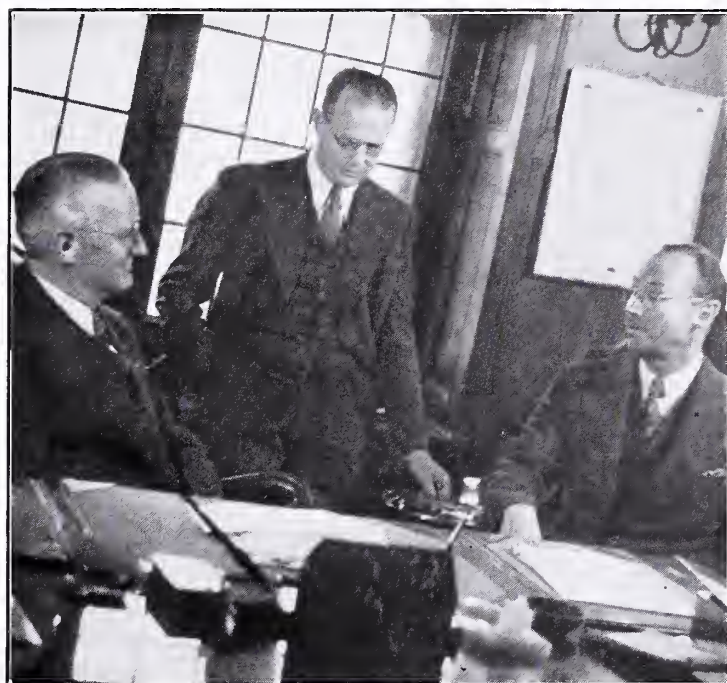
PROMOTION. It is with the utmost pleasure that we chronicle the announcement by Vice President John W. Hicks, Jr., that James E. Perkins is appointed to the general managership of the Orient Division to fill the vacancy left by the lamented passing of Tom D. Cochrane early last month. In addition to his brilliant sales performance over a number of years, Jim Perkins has revealed a courage and steadfastness in the face of overwhelming danger that have been virtually unmatched in Paramount history. His advancement to the post of generalship over Japan, China and the Philippines will most assuredly be met with acclaim by the splendid array of Paramounteers who will now comprise his division. **THANKS.** We are recording here the fact that the Paramount company has received from the United States Embassy in Moscow, U.S.S.R., a letter of warm thanks for the motion pictures which have been loaned to the Embassy for the purpose of entertaining the United States Ambassador and the members of his staff.

"ENSENADA". Our immediate conception of this property, which will go before Hollywood's cameras within the next few weeks, is that it is shaping up as one of our distinctly important film properties for 1938. Primarily it is a musical—not merely a dramatic picture with some songs. Its locale is Mexico, and musically it will do for that great republic what *Waikiki Wedding* did for Hawaii. It will interpret the music of Mexico in terms of the world's appreciation, and it will have a superb cast, not the least of whom will be Dorothy Lamour, Don Ameche and Tito Guizar. Moreover, its producing guide will be Arthur Hornblow, Jr., than whom they do not come more internationally-minded. **BIG, TOO,** will be *Spacen of the North*, which will get going in a very short while. Much footage has already been filmed in Alaska and on the Western Coast of Canada, and the picture should be a thrill pictorially as well as dramatically.

HURWORTH'S LETTERS are still inspirational highlights in that Blue Ribbon territory so ably commanded by Managing Director Harry Hunter. Bill Hurworth, from his General Sales Manager's chair, can wield a mighty wallop that stretches right out across that massive land of Australia, and when he commands one of the Blue Ribboners to say "Uncle!" he gets the answer right back in contracts. This was definitely the case with the recent impressively successful Paramount Week, only that New South Wales scored practically all of the prizes. Fred Gawler copped the District Manager's reward, Sydney Manager Charles Hale scooped the branch prize, Salesmen Jack Macaulay and Jack Taylor won the prizes for salesmen, both being Sydney-siders, the Booker's prize was won by William Hurworth, Jr., of Sydney, Max Lovett of Sydney won the Ad Sales Managers' prize; but Brisbane managed to get away with the Accountant's prize, K. O. Logan being the winner. All in all, a real success season.

DE MILLE has his unit full-blasting with the object of getting us *The Buccaneer* at the earliest possible moment. Yet he still finds time to shoot us a couple of rhapsodical notes about the superb performance registered by Franciska Gaal. Here's another grand occasion where a star made to our liking is served to us in just about the most internationally appealing type of product ever to come from our Studio. If we cannot take this golden opportunity and turn it into golden results, then Cecil B. deMille should grab all of us for galley slaves in his next picture needing galley slaves.

CABLES. Last month was no exception for grand cable news. November saw a couple of bonanzas come in from London. One from Managing Director John Cecil Graham said *EBB TIDE* completes two-and-a-half excellent weeks at Plaza.



Pondering the destiny of the Orient. Three Paramounteers—Vice President John W. Hicks, Jr., George Weltner, his assistant; and James E. Perkins, newly appointed general manager of the Orient Division, succeeding the late lamented Tom D. Cochrane, discuss vital company matters in Mr. Hick's Office.

Will be followed by ANGEL. New color in EBB TIDE talk of the town and prominent in all newspaper and trade paper reviews. Then there was the one from Earl St. John, who dropped the tasks of general directorship of Paramount's British theatres long enough to dash off these words: EBB TIDE at Plaza excellent reviews. All circuits keen on picture and voted it great melodrama enhanced by best color to date. Will do better than LONESOME PINE. Next week ANGEL will shatter West End records. EASY LIVING released in provinces and doing big business. Crossing to the Continent for the nonce we find General Manager Fred W. Lange so elated over his recent business trip that he sent the following message by cable to Mr. Hicks in New York: Have just returned from trip to Scandinavia and Italy. Former expects very good business for balance of year. Italy's business prospects excellent. ANGEL doing great business Amsterdam. And of course there was a burst of typical enthusiasm and optimism from Carl P. York, wherein the General Manager of the Viking Division said: ANGEL opened Kino Savoy, Helsingfors, last Sunday greatest Finnish attendance since BENGAL LANCER. Press pays glowing tribute to Paramount and Lubitsch for high grade production of culture and refinement. As we are treating these cables in strict chronological order of receipt we are duty bound to report that the following one duly came to hand from London's Earl St. John: ANGEL opened bigger than SOULS or THE PLAINSMAN. Is a tremendous picture for London West End and all high class theatres. Feel certain will do colossal four weeks at Plaza, maybe more. Then came General Manager Charles Ballance's message from India with the following to say about another big Paramount production: HIGH, WIDE AND HANDSOME released Calcutta with expectation of two weeks' run. Then a few days later the cable operator in Stockholm looked on the counter in his office and there found the following message which he was asked to send to New York over the signature of Carl P. York: ANGEL opening at China Theatre last night an historical event for Paramount's Scandinavian organization. Press unanimous in declaring production superb in every respect. Both Paramount and Lubitsch given greatest possible credit, in which we concur. Productions of this quality are not only moneymakers, but important creators of goodwill.

Contest Ends at Midnight December 31

PACEMAKERS. Just once more, in next month's issue, we'll tell you about the ups and the downs of the month. Then we'll give a memo to the cashier and lots of lucky (and deserving) Paramounteers will rub glowing hands together and start out toward those certain purchases they've been longing to make. Meanwhile let's consider the report at the right and see what has happened since last month. John Groves and his Straits-Java contingent have maintained their lead, again being the only over-quota contingent. The Far East Division has advanced a point to Second, replacing John Cecil Graham. Americo Aboaf has swung forward one point to Fourth, replacing Harry Hunter. In Vikingland, Carl P. York, has bettered his status two points to Sixth, dropping John L. Day and Benito del Villar each down a point apiece in doing so. Henri Klarsfeld and John B. Nathan remain status quo, Andre Olsen is Eleventh instead of one point lower, having switched places with Charles Ballance. The remaining spot is still filled by A. L. Pratchett.....

COUNTRIES. At this juncture we do not propose to list all of the changes. Noteworthy, however, are Japan's switch from Fourth to Second, Sweden's from Sixth to Third, Italy's from Seventh to Fifth, Norway's from Fifteenth to Thirteenth, and Hungary's from Twenty-fifth to Twenty-third.....

EXCEPTION. A note must necessarily be again made

LEGION LEADER'S LETTER. On November 17th Mr. Hicks addressed a letter to all of the Legion's Division Leaders. It was a letter of cheer, optimism, forecast and promise—all of these elements being based on facts, not theories. A copy of the letter was secured through our repertorial activities and we give you highlights from it in order that the good news reach into all the nooks and crannies of our Foreign Legion..... "So far this season our Foreign business is progressing satisfactorily, and we feel certain that once *I Met Him in Paris*, *Easy Living*, *Souls at Sea*, *High, Wide and Handsome*, *Ebb Tide*, *Artists and Models* and *Angel* get into general circulation, our business will show a very steady, healthy and satisfactory improvement..... *Souls at Sea* and *Angel* are both doing excellent business in all countries where they have been released to date, and we believe that *Ebb Tide* will prove to be one of our top grossing pictures for our Department..... The fact that its typhoon sequence is perhaps the best storm at sea ever screened, plus the fact that it is done in technicolor, gives us something of which we should take every advantage..... A few days ago we were privileged to see a rough cut of *Wells Fargo*, and you can take it from us that this is a grand picture, filled with action, spirit, comedy relief and spectacular from start to finish. We believe that it has every possibility of doing *Plainsman* business..... *The Big Broadcast of 1938* looks like being the best of the 'Broadcast' pictures with Dorothy Lamour, Tito Guizar and Kirsten Flagstad particularly enhancing its value for us..... Cecil B. deMille's production, *The Buccaneer* is finished and in the cutting room. Prints should be available for shipment early in January. From what we have seen of this film we believe it to be our top film for the year and we know that no efforts will be spared by you in getting the maximum results from the production..... *Her Jungle Love* is already in

BY DIVISIONS

This Month	Last Month	This Month	Last Month
1 Groves	1	8 Villar	7
2 Far East	3	9 Klarsfeld	9
3 Graham	2	10 Nathan	10
4 Aboaf	5	11 Olsen	12
5 Hunter	4	12 Ballance	11
6 York	8	13 Pratchett	13
7 Day	6		

BY COUNTRIES

This Month	Last Month	This Month	Last Month
1 Straits-Java	1	18 Argentina	18
2 Japan	4	19 Colombia	16
3 Sweden	6	20 Panama	19
4 Great Britain	2	21 Jugo-Slavia	20
5 Italy	7	22 India	21
6 Philippines	3	23 Hungary	25
7 China	—	24 Puerto Rico	22
8 Australia-N. Z.	5	25 Poland	24
9 Finland	8	26 Denmark	23
10 Czecho-Slovakia	10	27 Holland	26
11 Roumania	12	28 Cuba	27
12 Brazil	9	29 Germany	28
13 Norway	15	30 Guatemala	29
14 Chile	11	31 Uruguay	30
15 France	14	32 Austria	31
16 Peru	13	33 Trinidad	32
17 Mexico	17		

to the effect that the Far East Division has been computed without China, for reasons which the day's crackling headlines supply.

★

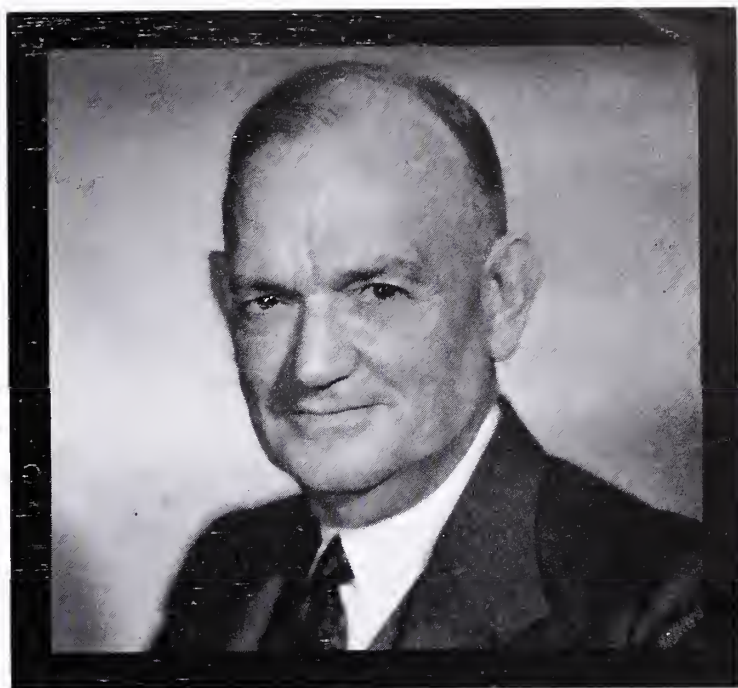
production, and inasmuch as it is in color, has the same stars as *Jungle Princess*, and is being made in the same locale, we can well anticipate the enthusiasm you will stir up over it..... *Bluebeard's Eighth Wife*, with Lubitsch directing Gary Cooper and Claudette Colbert, is another production that should be ready for you around Easter time..... In addition, the near future will bring us *Romance in the Dark*, with Gladys Swarthout, John Boles and John Barrymore, plus plenty of lovely music; *Daughter of Shanghai* and one other picture with Anna May Wong, the second to feature also Akim Tamiroff; another Bulldog Drummond picture, *Bulldog Drummond Interferes*; the tuneful musical, *Thrills of a Lifetime*; the Mae West picture, *Every Day's A Holiday*; and the Bing Crosby-Beatrice Lillie musical, *Dr. Rhythm*..... Our plans are well enough along now that we should be in a splendid position as regards product well in advance of the commencement of the next releasing season..... Mr. Griffis, Mr. Balaban and Mr. Holman are in Hollywood now conferring with Mr. Zukor and our studio executives to definitely set our program for the balance of this season and all of next season..... It is up to everybody in distribution to accept our responsibility in helping to recoup our negative investments. This can only be done by intensive and intelligent selling, widening the spread of distribution, going after additional playing time on the big pictures and backing up each and every one of these big pictures with proper and intelligent advertising, publicity and exploitation campaigns.

In closing, I can honestly tell you that everything is progressing very nicely with our company. We are all very optimistic and enthusiastic. The future looks exceedingly bright. We have got the product, and we have got the manpower. The road is clear ahead, so it is up to us to do a good job, and I am satisfied that with your help, we will do it."

Valhalla Calls Tom D. Cochrane

TOM D. COCHRANE is with us no more. But his spirit remains—that deathless memory of a grand guy goes marching on, and whenever there is a Paramount organization, and whenever there are those to talk of the pioneering efforts which built a national institution into an international business empire, there will be those who will talk spiritedly of Tom Cochrane and his magnificent efforts in behalf of that empire. For Tom was a moulder of men and a maker of memory, and his business accomplishments were the stuff that makes great organizations greater. . . . Tom's whole background of two-fisted achievement, starting in the early days before the movies and building up through the fight-or-die beginnings of our now not-so-placid business, is the sort of story that went perfectly with Tom's Irishness (tenacity, blarney, and ripe results) during the fifteen years in which so many of us knew him intimately. He came to Paramount at a time when he already had eleven years of tough Oriental experience tucked beneath his belt. He went right back into the thick of that many-phased part of the world, this time on Paramount's behalf, and the organization that he hewed out to handle our product, to carry our prestige and to be our Company's symbol of business in that part of the globe remains forever as a tribute to Tom D. Cochrane. . . . Tom had a legion of Paramount friends throughout the world. They are going to sorely miss the wit and the sparkle of a correspondence which ranged through the whole gamut of emotions and sentiments of more diverse subjects than Alice in Wonderland's famous Walrus conceived when he spoke of 'Cabbages and Kings.' A letter from Tom invariably contained an element of surprise, and if the text of it contained no whimsical unconventionality, then the postscript did. And as his correspondence went, so did Tom. Nothing was ever so serious that there wasn't room for a smile or a joke in it somewhere. If he had been otherwise we'd never have believed his Irishness. . . . Biographically, Tom linked with the film industry in 1909 when he joined Universal as a film director, making that company's first feature picture, "Hiawatha." Two years later he was assigned to the Orient as Universal's representative, charged with the business of constructing a Universal division in Japan, China, Philippines and even extending as far west as India. Those who know their early film history of the world know full well what a marvelous job he did. There were parts of the world out there in the Orient where the picturegoers believed that no other pictures than Universal's existed. That was Tom D. Cochrane's power, and it lasted for a number of years. Tom's Universal sway in the Orient held forth until 1922, when Mr. Shauer invited him into the Paramount Legion.

MR. SHAUER'S sublime genius for picking sterling Paramounters scored another direct hit here, a hit which earned the organization fifteen years of wonderful dividends, with many more years to follow, for so well did Tom in turn mould his division of workers that the organization of the Orient will go marching on and on in Paramount's behalf. . . . The Paramount career of Tom in the Orient is studded with highlights. There was, early in his Paramount association, the disaster of the 1923 earthquake,



Tom D. Cochrane, a swell Paramounteer, than whom they do not come better, died in New York City on November 9, 1937. Loved by all, mourned by all, his memory will add to its lustre as the eventful years roll on. Our deepest sympathy to the loved ones he left behind.

in which he performed notable sacrifices and won great renown for his company. There followed later a long era of prestige building, during which Paramount won Royal recognition, with the Company's representative a frequent welcome visitor at the Palace of the Mikado. He further earned the gratitude of the Japanese people by his constant understanding of their problems of film production and distribution, and his practical assistance in the solution of many of the problems. He interested himself wholeheartedly in the sports and pastimes of the Japanese nation, earning great esteem thereby; and whenever his business matters took him to China or to the Philippines, he likewise showed the same profound interest in whatever was going on there. In short, he was a true internationalist, one of the finest that American business has ever known, and Paramount is proud indeed of the fact that he gave the best and most productive years of his life in our behalf. . . . Few have known until this point that Tom was sick beyond mere words of expression for many months before he came back to New York, from whence Fate decreed that he should not return in mortal shape. But none in Home Office knew the real depth of his illness until he stepped from the train in New York City. That's the kind of a soldier Tom was. It constitutes but one facet to a brilliant gem of a man—a gem whose lustre will live in our memories whenever Paramount endures.

AND as the ashes that were once Tom D. Cochrane, genial good fellow and loyal Paramount servant, go Westward across land and sea to that Japan which he came with the years to call home, another deathless name is added to the list of those who have died in the line of Paramount duty. We have known him as Friend, Co-worker, and Loyal Servant salute this name.

Superb Product is Being Created

THE production boom at the studio sweeps along magnificently. Editing is practically completed on *Wells Fargo*, and should be finished very shortly on *The Buccaneer*. It's hardly necessary to tell you just what that means, since it projects two mighty new Paramount pictures onto the screens of the world. Harold Lloyd now definitely has *Professor Beware* being registered on celluloid. (That Lloyd-celluloid pun is getting a little worn at the sprockets, but we need it now and then to emphasize a point.) Harold now has a unit on location, and the 'rushes' are very portentous. *Her Jungle Love*, the technicolored Glamouropus, has been in production a month and the 'rushes' on this have even the chimpanzees in the picture turning handsprings. Jiggs, a simian, is the newest addition to the cast. Louise Campbell played in her fourth successive Paramount mystery thrill film when she enacted a role in *Scandal Street* (new title). Gary Cooper is mustached in *Bluebeard's Eighth Wife*. Claudette Colbert is tickled. Incidentally, Edward Everett Horton performs for the sixth time for Lubitsch in this one, having been in *Angel*, *Desire*, *Design for Living*, *The Merry Widow* and *Trouble in Paradise*. John Datu, habitat Malaya, is technical expert on *Her Jungle Love*. Skinnay Ennis, habitat Hal Kemp's American band, has a role in *College Swing*. Sheila Darcy, who was Rebecca Wassen in *Wells Fargo*, has been given roles in *Bluebeard's Eighth Wife* and *The Big Broadcast of 1938*. She also performed in *Romance in the Dark*, with Gladys Swarthout, John Boles and John Barrymore. Jack Dunn, English skater and athlete, has been cast with Olympe Bradna and Fred MacMurray in *Everybody's Girl*, which film the studio has designed to exploit Miss Bradna's unquestioned charm and ability. Betty Grable seems destined to become known to the world as "The Pearl Blonde" following her work in *Thrill of a Lifetime*. Great news! Cecil B. deMille's next film for Paramount will definitely be an epic based on the Hudson Bay Company of Canada. Production of it will entail the mightiest location expedition that Paramount or any other film company has ever known. John Barrymore has another assignment, this time again as Inspector Nielson in *Bulldog Drummond Interferes* (which is just about what Drummond is doing all the time—and very entertainingly too). Gail Patrick, whose Hollywood career moves on and on satisfactorily, has been added to the cast of Anna May Wong's *Dangerous To Know*, in which Akim Tamiroff is scheduled to do some of his most masterful menacing. Anthony Quinn, Lloyd Nolan and Harvey Stephens also have roles in the film.

JOHN BARRYMORE actually sings in *Romance in the Dark*. No voice doubles in this one, my hearties: John has the vocal pipes, and John himself warbles. Refuting an earlier statement in this column, Olympe Bradna will work first in *The Goddess*, by Samson Raphaelson. The picture is woven around the Statue of Liberty, which stands at the entrance of you-know-what harbor. Emanuel Cohen has commenced production of *The Man in Evening Clothes*, one of our tried and trusted friends. In the leading role will be found Grant Richards, last seen in *On Such a Night*. Tito Guizar and Don Ameche have definite assignments in Arthur Hornblow's production tentatively titled *Ensenada*. Several other famous players from South and Central America may be found in the completed picture, if current plans on the part of the producer materialize. Frances Dee, because of her work in *Wells Fargo*, is to be elevated to stardom in *Marching Herds*, called by The New York Times "one of Paramount's more



Three vignettes of Hollywood. One a glimpse into the action of "Romance in the Dark," with Gladys Swarthout, John Boles and John Barrymore; another is a glimpse of Mae West in the Brunette role she plays in "Every Day's a Holiday." The third is a profile rivalry featuring the proboscis of John Barrymore and W. C. Fields.

imposing epics of the new season". Dorothy Howe, the erstwhile MGM telephone operator found by Paramount's talent scouts, will have an important role in *Her Jungle Love*, the new Dorothy Lamour-Ray Milland colored picture being filmed entirely in sexicolor. Marlene Dietrich returned to American last week on board the Normandie. Her next assignment is believed to be in *French Without Tears*. Luis Alberni plays dual roles in *Bluebeard's Eighth Wife*, portraying twin brothers each of whom looks more like the other than he looks like himself. This poses a nice problem for Ernst Lubitsch, who will be directing Claudette Colbert and Gary Cooper when not trying to decide which of the brothers is who. Jackie Coogan and Betty Grable, who were married in Hollywood on November 20th, are co-featured in *College Swing*, the multi-starred educomedy which Paramount expects to top all other *College* comedies made by this company. Word is still coming forward from the *Boo-oo* unit out in Malaya to the effect that a swell picture is being extracted from the jungle. Colin Tapley is reported to be turning in a grand performance, one that will help him greatly in his future Paramount career.

GLADYS SWARTHOUT has completed all of her acting and singing in *Romance in the Dark* and is now on a concert tour throughout the United States and Canada. And, of course, doing a lot of goodwill building for the picture and its music. Isa Miranda is happily engaged in preparing for her first American film, *Lady in the Tropics*. The present plan calls for her to have Georges Rigaud, of Buenos Aires and Paris, in active support. From Hollywood news reaching us it appears that Cecil B. deMille is going to allow very little time to elapse before commencing work on *Hudson's Bay Company*. His research specialists have been busy for more than a year on the subject, and very shortly a location unit will be despatched to the Canadian north for the purpose of making research into the question of location.

Studio Activities Going Full Blast

PREVIEW. We have had a privileged look at Carole Lombard's *True Confession*, in which is co-starred with Fred MacMurray and John Barrymore, and if we were confined to a comment of one sentence we would say that it is an unqualified comedy hit. If permitted an additional sentence we would add that Miss Lombard becomes more and more talented with every picture. And if the gods would permit us just one more line we would ask why in thunderation John Barrymore had been kept from comedy parts for the more than 18 years which have elapsed since we first saw him roistering around in *On the Quiet*. And while we're in a preview mood, let us add here another boost to the editorial comment we have placed on Page Two in behalf of *Wells Fargo*. This Frank Lloyd epic is instrumental in showing the world what a darned fine serious performer Bob Burns can be when he sets his mind to it. Bob does great work in this film, and if he doesn't actually tuck the acting honors under his arm and walk off with them, then what we saw in our preview was something done with mirrors. **TITLE CORRECTION.** That small town murder mystery we've been telling you about for so long, and calling *They Knew What Happened* all this while, is to finally get to the screens of the world as *Scandal Street*, for reasons which you'll doubtless know and recognize when the picture unfolds before you.

FILMFACTS. Instancing the vast preparation for a musical background to great films is the announcement that throughout the 110 minutes of actual running time of *Wells Fargo* there is a total of 95 minutes of musical background. This is the answer of Boris Morros, studio music head, to the plea that there be more music in the production qualities of Paramount Pictures. Florence George, believed by experts to be Paramount's answer to the Foreign Department's prayer for another great singing voice to match the one we reverently remember from *Love Parade* and *Monte Carlo*, has a featured role in *College Swing*. Miss George was plucked right from the Chicago Civic Opera for roles in Paramount Pictures. Reginald Denny and Nydia Westman have again been given roles in a Bulldog Drummond picture, this time *Bulldog Drummond Interferes*. Latest flash on Cecil B. deMille's *The Buccaneer*, printed here to give you assurance of just when you will have the picture for your territory, has the world premiere set in New Orleans for January 7th. We have every belief that this date will be kept, since it has an historical association with the picture's locale. Archie Twitchell, elevated to an acting spot from the studio's employee ranks by virtue of a 'flash' in a studio club production, has been given a featured role in *Her Jungle Love*.

BENEFACTRESS. Gladys Swarthout, in a sincere desire to assist young American singers studying in Europe, has purchased Villa LeCampora in Florence, Italy, and will open the villa shortly after the commencement of the New Year as a school where poor but talented American singers will be given lodging and instruction. Miss Swarthout's decision to engage in this constructive and charitable venture was made during the difficult days when she was struggling for recognition as a singer. After gaining stardom in the Metropolitan Opera she began a search of Europe for a place suitable as a school for young American singers. Two years ago she located Villa LeCampora and negotiations have been going on ever since. Miss Swarthout, who has just completed *Romance in the Dark*, and is now engaged in an American concert tour, expects to be in Italy for the opening of the villa.

KIPLING. An exciting announcement of the past week was the Studio's decision to rush into immediate production a mighty film version of Rudyard Kipling's *The Light That Failed*, with William Wellman as director and Arthur Hornblow, Jr., as producer. Memory should recall the fact that the Sidney Howard



Two of the featured players of "Her Jungle Love," Dorothy Lamour and Jiggs. This is one of the earliest stills taken on location and is offered here as evidence of the fact that Miss Lamour plays the same bewitching type of role which made "Jungle Princess" so Paramountly a world favorite.

script on this picture was officially approved by the late great English writer a few years ago, and those who have read this script unqualifiedly predict that it will make a marvelous picture. Before the next issue of Paramount International News appears, details of cast will have been flashed to you.

ADDENDA. For the benefit of those who will be present at Santa Anita racetrack (that's in California) during the first week in January, an important race on January 4th will be the *Wells Fargo* handicap, named in honor of you-know-what picture. Joel McCrea and Frances Dee, who appear in leading roles in the picture, will see the running of the nags and will present stop-watches to the jockey and trainer of the winning horse. An important scene was almost ruined, and an important director almost killed during the making of *Her Jungle Love*, when Dorothy Lamour stepped on a sharp pebble at the moment of throwing a large Malay knife at Ray Milland. The nearly-demised director was George Archainbaud, who recently directed *Thrill of a Lifetime* and is now engaged on the important jungle film being made in technicolor. Raymond Walburn, one of the screen's best funsters, has an important role in Harold Lloyd's *Professor Beware*. This picture also has Phyllis Welch for leading woman and Elliott Nugent for director. Fred MacMurray is definitely set as Olympe Bradna's leading man in *Dream of Love*. This will be Andrew L. Stone's first production for Paramount and will be a romantic drama with music. It is confidently expected to be a real exposition of the great dramatic gifts believed to be inherent in Miss Bradna, whose brief work in *Souls at Sea* excited so much comment throughout the world. Ray Milland will be featured in *Ensenada* in place of Don Ameche mentioned earlier in these dispatches.

BOOLOO. The studio has received nine cans of very exciting film from Producer Clyde Elliott, now on location in the Malay Peninsula, and reports that this material virtually assures a sensational production for Paramount. The *Boolo* unit, which includes Colin Tapley as leading man, has been on location in Malaya for the past six months and should be back in Hollywood late in January.

News About Prominent Paramount Personalities

PERSONALITIES. Home Office was sincerely glad to greet Jim Perkins, Orient G. M., early in November, this being his first Home Office visit in more than 3 years. Loath to talk about what he personally had gone through in the undeclared war in the Orient, he nevertheless was supremely proud of what his staff had accomplished, and he had nothing but praise for their courage. Shanghai has been (and still is) a place of horror and catastrophe, but Paramount courage it seems still retains its standard in that war-torn city. A note of congratulation to Perth (Australia) Paramount Manager Morris Foster, and Mrs. Foster, on the advent of Miss Foster early in October.

HONORED. A note of congratulation also to Fred W. Lange, general manager for Continental Europe, who has been created a Commander of the Order of the Crown of Italy. Fred has performed meritorious service in behalf of the film industry in Europe and we are happy indeed to note this practical symbol of at least one nation's appreciation. **VACATIONING.**

As these notes are being impounded in lead one of the Foreign Legion's staunchest workers, Miss Carroll Stroud, assistant to Luigi Luraschi, studio representative of the Foreign Department, is in Mexico City on a well-earned vacation. We are implicit in our belief that the Paramounteers in the gay Mexican capital will have shown her a very nice time. **HOME.** Realizing the Foreign Department's consistent plan for bringing American appointees home at regular intervals, Carl P. Dixon, Accountant General for Continental Europe, returned to New York aboard the Normandie last week. He was met at the pier by a bunch of his co-workers, and only the fact that Marlene Dietrich returned on the same steamer precluded the fact of his copping the press headlines. He will be in Home Office for a few weeks, then back to the seething maelstrom of Europe.

ACCOUNTANT. The earlier mention of accountancy brings forth the fact that Lazarus Constantine is a new addition to the staff of the Cristobal, Canal Zone, office. Mr. Constantine is about to embrace Panamanian citizenship, and we promise his pictorial likeness in an early issue of this magazine.

NEW STARS. One of Mr. Adolph Zukor's first official acts on returning to the Hollywood Studio following his business trip to Continental Europe and England was to announce the signing of John Barrymore, and Mrs. Barrymore (Elaine Barrie) to a three-year acting contract.

The famous couple will first be seen in Paramount's film version of "French Without Tears." Then the studio plans to co-star them in a picture, title of which is currently unannounced.

John Barrymore has been seen under the Paramount banner during recent months in "Bulldog Drummond Strikes Back," "Bulldog Drummond's Revenge" and "Night Club Scandal." He is currently before the cameras in "Romance in the Dark," whilst he recently completed work with Carole Lombard in "True Confession."

This contract will represent Mrs. Barrymore's first work in feature productions. Her screen work to date has been in shorts.

HOUSE ORGANS. November has witnessed another grand parade of Paramount publications from the four corners of the globe. Poland's "Doradca Filmowy" appeared for the first time in two colors, and a new format, with lots of attractive space given to "Easy Living," "The Barrier," "Ebb Tide" and the new



Managing Director J. C. Graham, who seems disconsolate over the idea, presents prizes to some charming winners at London's recent swimming gala. Other winners got their winnings from Australian screen star Margaret Vyner, now appearing in Paramount British films. Our third snapshot reveals Frank Kennebeck, manager in Bombay, India, with two progressive exhibitors, Kali Mohiuddin Mehta on the left, and J. B. Mehta. They recently showed "The Big Broadcast of 1937" and other popular Paramount films.

Cecil B. deMille production which enjoys the title of "Piraci" in Warsaw. We welcomed this month Southern Brazil's initial issue of "A Voz do Sul," published by the Sao Paulo office of John L. Day's territory. The editor, who is actually the Branch Publicity Manager, O. F. Da Rocha, edits under the pen name of Guy-Gay. His first number indicates a splendid contributor response, and he has also graced the issue with a fine page in English. The October issue of "Paramount Service of India" is in from Bombay and again has lived up to its splendid reputation of exhibitor information service. Another "Service" of powerful importance is the London publication bearing this name. The October 30th issue is to hand, with a perfectly stunning Dietrich cover, and much valuable information inside. The October "Paramount em Accao" of Brazil is to hand, with Sao Paulo's house organ also stitched within. It tells among other things the super-success of "Jungle Princess" at Bello Horizonte. The issue also lists the local Brazil standings as of October 2. The leading branch at that time was Cruzeiro. Also to hand is the October 13 issue of Australia's "Paramount Punch," packed with good news about the local success of "Easy Living," and detailing the magnificent response of the exhibitors of Melbourne to Managing Director Harry Hunter's second trade show of new Paramount product. "Gazeta Paramount" of Bucarest is to hand with the film highlights of colorful Roumania. It seems that "Easy Living" is enjoying great popularity there, also that great things are expected from "Souls at Sea" and "Angel," to say nothing of the furore that Franciska Gaal is expected to create in "The Buccaneer." They're having a real feast of Paramount product in Roumania, and the fans there are certainly appreciating this fact. Just as we are having a house organ feast.

The World's Finest Exploitation Flashes

EXPLOITATION NOTES. A swell job of air-casting was done from Port-of-Spain, Trinidad, a couple of weeks ago by Manager Henry Gordon. Given air time over the local station he not only delivered a grand talk about current and projected Paramount activities, but also had the full text of his address reprinted in the local newspaper, The Daily Argosy. The talk was made over Station VP3MR, which is heard throughout the northern part of South America.... Manager S. Ganguli worked a very effective cooperative advertising tie-up with Frigidaire Refrigerators in connection with the recent presentation in Calcutta, India, of *Exclusive*. He even had a working Frigidaire on display in the theatre lobby.... Speaking of India calls to mind a couple of additional fine facts. In connection with *Souls at Sea* an arrangement was made with the Sunday Standard of Bombay to run a three-week serialization of the film's story. This arrangement later was extended by Manager Frank Kennebeck to include several other prominent India dailies. The other prominent fact consists of a reiteration of our high regard for the magazine Paramount Service of India, the November issue of which is to hand. The chief editorial of this issue carries the facts of information which General Manager Charles Ballance brought back from Europe with him, all of this being grand news for the exhibitors of India.

ROTTERDAM, Holland, supplies the very excellent tramcar exploitation stunt illustrated on this page. The picture inspiring this work was of course *The Last Train From Madrid*.... A fine sample of window work, also illustrated, is the life-size model of Marlene Dietrich expertly wrapped in furs. This is Manager M. Czaban's contribution of the month from Warsaw, Poland, the window being the chief showcase of the finest fur store on Marszalkowska Street.... Another contribution from the joint efforts of Advertising Manager Hermann E. Flynn and Exploiteer Harold Pike, of Sydney, is the reproduced full-page advertisement denoting a perfect tie-up between Paramount's *Easy Living* and one of the pre-eminent fur establishments of the chief Australian city.... And while we're on the subject of fashion tie-ups, let's give a round of huzzas for the most effective linking of the Paramount name with the couturier establishment of Stockmann in Helsingfors, Finland. A very grand piece of work on the part of Manager Harry Hammar, in connection with *I Met Him in Paris*, had the Stockmann catalogue listing reproductions of the gowns worn by Carole Lombard, Gail Patrick, Marsha Hunt and Claudette Colbert in recent Paramount productions. And with full acknowledgment to Paramount also.

TWO fine pieces of exploitation on behalf of *Souls at Sea* were the window display in Mexico City, reported to us by Manager George Vallar, wherein ship models featured prominently; and the series of multi-linguaged throwaways issued in Singapore by Manager Paul Verdayne.... From London has come a duo of the most effective broadsides we have seen in a month of months: one for *Artists and Models*; and the other, in more colors than the rainbow ever dreamed of having, for *Ebb Tide*. (NOTE: This technicolor production is meeting with a whale of a success wherever presented).... The exploitation evidence wave from Australia is further heightened by a most effective broadside issued for exhibitors, and containing the highlights of the critical reviews on the picture issued by the Sydney and Melbourne reviewers. Credit for the job of work belongs to Advertising Manager Flynn.

SWEDEN passed up no bet on *Souls at Sea*. We even have an exploitation photograph in from General Manager Carl York instancing the fact that a fine tie-up was made with a hair-dressing establishment which window featured enlarged stills from the picture showing the hairdress worn by Frances Dee, Olympe Bradna and the other women members of the film's cast.... Brazil made very fine use of the publicity and exploitation values of *The Last Train from Madrid* and *High, Wide and Handsome*, accord-



Three capital jobs of exploitation. The street-car stunt, on behalf of "The Last Train From Madrid" at Rotterdam's Grand Theatre, must have had some inspiration from Manager Charles Peereboom. The window display for "Angel" is the Warsaw, Poland, piece of work referred to editorially in the adjoining columns. The fur tie-up is Exploiteer Harold Pike's fine contribution from Sydney, Australia.

ing to the massive rotogravure supplements reaching us in New York. These supplements appeared with the renowned newspapers A Noite and Noite Illustrada.

POWERFUL exploitation aids have been despatched to all offices in connection with *Ebb Tide*. In America one of the heaviest campaigns ever conceived for a Paramount picture has had, among other things, full pages in color in a number of national publications. This material, along with much else of like importance, has been relayed to all parts of the world where it is expected that it can be adapted for local use. This picture seems destined to be the screen's turning point so far as color is concerned, and along with this news goes of course the fact that *Her Jungle Love*, now being produced, is also in color.

SYDNEY'S exploitation campaign on *Easy Living*, called by local experts "the most complete ever devised in this part of the world on any one picture," did not confine itself to the luxurious phases of the film's subject matter. There was, for instance, the very effective tie-up made between Paramount and the Australian Gaslight Company, instancing the fact that gas-cooking is "Part of the Modern Way to Easy Living." In fact from this case alone it can be readily seen that the picture was a 'natural' from the exploitation standpoint, and Australia's realization of this fact led to a perfect piece of film merchandising not only for Paramount, but for every exhibitor presenting the picture.

PUBLICATION. Newest of the Paramount house organs to appear, and coming to hand just as we were about to go to press, is Paramount, of Stockholm, Sweden. Edited in the best tradition of the fan magazine, and with plenty of illustrations and a fine depiction of the Paramount trade mark, it represents the joint editorial efforts of Bengt Janzon of Stockholm, Ingvald Oes of Copenhagen, Gustav Berg-Jaeger of Oslo, and Gunnar Selen of Helsinki (which we understand is the correct name for Helsingfors). Our heartiest congratulations to the editors for the fine job of work they have turned out.

Paramount's British Empire News Bulletins

LONDON reports most enthusiastically on the national success of Paramount News, Publicity Director F. L. C. Thomas being our correspondent. Specifically he states that picture pages of the National Press, in London, were broadsheets for theatres playing British Paramount News, when Menken's amazing pictures of the bombing of Nanking were received here. Exemplifying the predominant position as a news service of the Paramount reel, and its position far ahead of all competitors, was the liberal treatment and acknowledgment accorded by the press as a whole to the amazing first pictures taken of the bombing of Nanking. Typical treatment of the pictures was by the Daily Express, which gave half a feature page to pictures taken as the Japanese high explosive bombs fell on the city, flanked by a shot of the blazing raider falling, and another taken almost at the moment of impact. The Express also gave a picture to Menken, with a line crediting him with his amazing pictures. The News Chronicle gave over half of its picture page to the Nanking pictures, which were also splashed across the main picture page of the Daily Sketch. The outstandingly vital character of these pictures was recognized by every paper giving them banner heading treatment and full acknowledgment to British Paramount News. The Daily Telegraph, besides liberally featuring stills on the picture page used a picture of the falling 'plane on the main news page and similar striking use of the pictures was also made by the Daily Herald. Brilliant staff work by the New York end of Paramount News, which laid the groundwork for this outstanding achievement, coupled with the snappy efforts of Tom Cummins' boys, resulted in all other concerns being left standing.

PARAMOUNT NEWS also shared the honour spotlight in the exhibition of Kinematography of the British Royal Photographic Society held recently in the Society's London galleries. Stills were shown not only from Paramount News, but also from such important Paramount pictures as *High, Wide and Handsome*, *The Barrier*, *The Buccaneer*, *Artists and Models* and *Wells Fargo*. Incidentally, it is to be noted here that the Paramount News stills, made from film enlargements, represented the only newsreel shots in the entire exhibition, it having been apparently decided by the judges that Paramount's coverage of the world's chief events was complete and all-encompassing.

AUSTRALIA has to offer, among other things, good news concerning two successful events in Melbourne—the premiere of *Easy Living*, and Managing Director Harry Hunter's trade show of important Paramount Pictures, headed by *Souls at Sea*. Later, Mr. Hunter remained for the premiere of this picture at Palais Pictures, St. Kilda, and had the satisfaction of witnessing its being wildly acclaimed by a capacity audience. Next on Mr. Hunter's scheduled trade show spots was Brisbane, and he will follow this by visits to the remote cities of Queensland.... Another key spot in the great continent, Adelaide, reports that *Jungle Princess* did a season of four weeks in a first-run house where hitherto the record had been two weeks. This should give a small idea of what can be expected when *Her Jungle Love* comes to Adelaide.... District Manager Fred Gawler recently signed two Sydney circuits, totalling twenty important theatres, to long term contracts.

PUBLICATIONS. November issue of London's ever-sparkling *Paragram* again has us turning editorial handsprings. Many fine features of this issue include a topping display story by



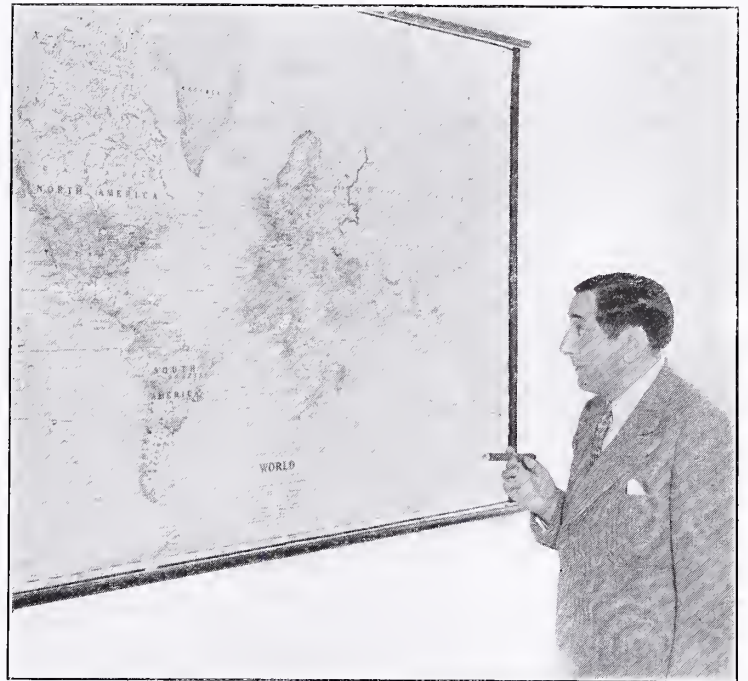
She looks like the answer to a Paramount prayer. For many years we have supplicated for another blonde singing star, with magnificent voice, radiant beauty, pulchritude beyond the realm of adjectives. Perhaps Miss Florence George, here pictured, is the answer to that plea. She is grand to look at, grand to listen to. Perhaps Paramount has found its singing star of stars.

Cecil B. deMille entitled *The Pirates of Yesterday*, Paramaid's True Confession experience entitled *All in the Life of a Plaza Usher* (having reference of course to Paramount's pre-eminent picture palace); and a contest for a sales slogan for "Angel," with a Two Guinea prize. Quite the best original feature of the issue, in our opinion, was George Guthrie's (he's manager of the Capitol at Cardiff) suggestion for a photographic contest each month based on the title of a Paramount Picture. Thus the picture *Easy Living* would suggest a certain type of photograph, and so would *Scandal Street*. We're not joking about this; it sounds like a grand idea, and we will be happy to keep the world informed on just how it is working out. *Paramount Service* for November 13th is another swell issue, with one of the best covers we have ever seen on this London magazine. It dealt with *Ebb Tide* in fresh, sparkling fashion, which is all to the good since the film is doing such splendid business wherever it is shown in England.

STUNT. A fine piece of capitalizing on the famed name of Australia-New Zealand's "Blue Ribbon Bunch" was done a couple of weeks ago when the steamer *Awatea* cracked the trans-Tasman record between Australia and New Zealand. The stunt, suggested by Purchasing Manager Frank Deane and executed by Publicity and Advertising Director Hermann Flynn, consisted of Paramount's presenting a Blue Ribbon Pennant of Speed Supremacy to the *Awatea*, to be flown until the record is taken away from her. The stunt delighted the shipping company, the management of which at once entertained Paramount officials, headed by Managing Director Harry Hunter, at luncheon on board the ship. A few days later the ship, with the East-West record under her plimsol mark, clinched her hold on the pennant by annexing the West-East mark. All of course with fine reverberating publicity so far as Paramount was concerned.

Paramount News of The World

QUELLO CHE AVVIENE. Frank Lloyd ha completato la edizione di "Wells Fargo" e "Il Pirata" (The Buccaneer) di Cecil B. DeMille sara' pronto per le sale cinematografiche del mondo ai primi di Gennaio. Entrambe sono magnifiche cinematografie: noi la abbiamo viste tutte e due in forma incompleta e siamo stati molto entusiasti. . . . Gli Stretti e Giava, il territorio di John A. Groves, e' ancora alla testa della Gara ed e' il solo territorio oltre la quota. . . . James E. Perkins, direttore per la Cina, con il quartier generale a Sciangai, e' in New York e conferisce con Mr. Hicks. Egli e' molto modesto circa le sue esperienze, ma noi sappiamo che si trovo' in molte estremamente pericolose avventure nella zona di guerra. . . . Il Presidente Barney Balaban e Mr. Stanton Griffiths sono ritornati da una visita molto informativa allo Studio di Hollywood. Essi riferiscono che le nuove cinematografie sono anche piu' grandiose delle previsioni. . . . Cablogrammi da molte parti del mondo, come pure le notizie dai centri di prima diffusione negli Stati Uniti, confermano il fatto che "Angelo" (Angel) di Lubitsch e' una cinematografia, che riporta un grande successo. . . . Fred W. Lange, direttore generale per l'Europa Continentale, ha riferito in modo molto ottimistico sulle condizioni locali dopo le recenti visite alla Scandinavia ed all'Italia. . . . Charles Ballance, direttore generale in India, e' ritornato nel suo territorio dopo una lunga convalescenza in Europa. Egli ha telegrafato che "Alto, Grosso e Bello" (High, Wide and Handsome) ha avuto una felicissima premiera in Calcutta. . . . Le canzoni spagnuole di Tito Guizar in "La Grande Radiotrasmissione del 1938" (The Big Broadcast of 1938) sono descritte come sensazionali. . . . Gli uffici della Paramount in tutto il mondo stanno migliorando sempre piu'. Parecchie novita' quest'anno sono tra le migliori che abbiamo mai visto. . . . "Ebb Tide" e un colossale successo in Londra. I Signori J. C. Graham, Earl St. John e Montague Goldman affermano che sorpassera' "Il Pino solitario" (Lonesome Pine) e fara' rivivere in modo poderoso lo spirito di "Lancere del Bengala" (Bengal Lancer). E questi fatti mettono cio' in innegabile rilievo. . . . In caso non ve lo abbiamo segnalato prima, la nuova cinematografia "Il Suo Amore nella Jungla" (Her Jungle Love) con Dorothy Lamour e Ray Milland e' pure in technicolor e le informazioni dallo Studio ci fanno sapere che le prime scene possono definirsi sensazionali. Ricordatevi, questa sara' la prima cinematografia della jungla tutta in technicolor. . . . Abbiamo visto Carole Lombard, Fred McMurray e John Barrymore in "Vera Confessione" (True Confession) e ci siamo divertiti assai. . . . Abbiamo avuto anche splendide informazioni di "Romanzo allo Scuro" (Romance in the Dark) con Gladys Swarthout, John Boles e John Barrymore.



THE WHOLE WIDE WORLD — that's what Director Ernst Lubitsch surveys, and acknowledges, as the market for his "Angel" (completed and releasing) and "Bluebeard's Eighth Wife," which already shapes up as the jolliest Lubitsch film of them all. It co-stars Gary Cooper and Claudette Colbert.

ACTUALIDADES. Frank Lloyd ha terminado el montaje de "Ha nacido un imperio" ("Wells Fargo"); "Bucanero" ("Buccaneer") de Cecil B. de Mille quedará lista para estreno a principios de enero: ambas películas, aun en la forma incompleta en que hemos podido admirarlas, nos han impresionado profundamente. . . . La división de Java y los Establecimientos del Estrecho, a cargo de don John A. Groves, continúa a la cabeza del Concurso, y es la única que sobrepasa la cuota. . . . Don James E. Perkins, gerente de la Paramount en China, con residencia en Shanghai, se halla en Nueva York, adonde vino a fin de conferenciar con el señor Hicks. Aunque lo poco amigo que es de hablar de sí mismo le hace excusar relatarlas, sabemos que el señor Perkins tuvo más de una emocionante y peligrosa aventura en la zona de la guerra. . . . Don Barney Balaban, el presidente de la Paramount, y el señor Stanton Griffiths acaban de regresar de Hollywood. Ambos nos manifiestan que las películas que están filmándose en los Estudios de la Paramount superan cuanto habíamos imaginado tocante a ellas. . . . Cablegramas de diversos países, bien así como el resultado de los diversos estrenos en los Estados Unidos, demuestran que "Angel," la producción de Lubitsch, es un éxito completo. . . . Don Fred W. Lange, gerente general de la Paramount en la Europa continental, ha rendido un informe en extremo optimista acerca de su reciente gira por Italia y las naciones escandinavas. . . . Don Charles Ballance, gerente general de la Paramount en India, adonde regresó después de prolongada convalecencia en Europa, ha cablegrafado que la película "Alegre y feliz" ("High, Wide and Handsome") tuvo brillantísimo estreno en Calcuta. . . . Nos informan que los números de canto de Tito Guizar en "The Big Broadcast of 1938" son algo estupendo. . . . Las revistas que publican en diversos países varias oficinas de la Paramount han aumentado últimamente no tan sólo en número, sino en calidad. . . . "Tifón" ("Ebb Tide") es un triunfo clamoroso en Londres. Los señores J. C. Graham, Earl St. John y Montague Goldman sostienen que dejará atrás al logrado con "Herencia de muerte" ("The Trail of the Lonesome Pine") y rivalizará con el de "Tres Lanceros de Bengala" ("The Lives of a Bengal Lancer"). . . . Por si no lo hubiéramos mencionado antes, diremos ahora que "Su amor en la selva" (Her Jungle Love), la nueva película de Dorothy Lamour y Ray Milland, es también en technicolor, y que las noticias que acerca de las primeras escenas ya filmadas llegan de los Estudios de la Paramount indican que serán algo maravilloso. . . . Hemos visto a Carole Lombard y Fred MacMurray y John Barrymore en "Confesión sincera" ("True Confession"), que nos ha parecido en extremo divertida. . . . También tenemos excelentes noticias acerca de "Idilio en la sombra" ("Romance in the Dark") con Gladys Swarthout, John Boles y John Barrymore.

DAQUI, DALI, DACOLÁ—Frank Lloyd já terminou a enquadração de "Wells Fargo" (O Surgir de um Imperio) e Cecil B. DeMille já está nos retoques do seu novo filme, "O Corsário," que será exibido em todo o mundo em Janeiro. Ambas as produções, segundo as cópias experimentaes que vimos, deixaram-nos a melhor das impressões. . . . Continua na dianteira, no nosso Concurso, o territorio de Java e Malacca, a cargo de Mr. John A. Groves, aliás o unico concorrente que se acha acima da quota. . . . Mr. James E. Perkins, gerente territorial da Paramount na China, acha-se em Nova York em conferencias com Mr. Hicks. Embora muito modesto quanto aos serviços ali prestados, nós bem podemos imaginar, dadas as condições de guerra infernal em que se acha envolto aquella paiz, os riscos e aventuras a que se expôz Mr. Perkins. . . . O nosso presidente, Mr. Barney Balaban, visitou os estudios da Paramount de Hollywood em companhia de Mr. Stanton Griffiths, tendo de lá trazido as melhores impressões sobre as novas fitas, facto que corrobora o que daqui temos dito. . . . Telegrammas recebidos de varios centros mundiaes, como as noticias vindas de diversos estados norte-americanos onde o filme "Anjo" já foi exhibido, provam que a produção de Lubitsch de que Marlene é a protagonista está obtendo um grande exito. . . . Mr. Fred W. Lange, gerente continental da Paramount na Europa, fez ha pouco uma visita aos paizes escandinavos e á Italia, tendo ali encontrado um geral sentimento optimista em toda a gente. . . . Charles Ballance, gerente geral na India e que acaba de ali chegar de uma visita de convalescencia á Europa communicamos em carta de Calcutá que o filme "Alegre e Feliz" havia sido estreitada ali com grande exito. . . . O "numero" que Tito Guizar filmou em espanhol para o "Big Broadcast of 1938" é considerado por todos que o apreciaram ser simplesmente estupendo. . . . As publicações internas das agencias da Paramount no estrangeiro estão melhorando grandemente; os ultimos periodicos dessa natureza que nos chegaram são um attestado da intelligencia e esforço dos que os preparam e mantêm. . . . O filme "Tufão" tomou Londres de surpresa. Segundo noticias recebidas de Mr. J. C. Graham, Mr. Earl St. John e Mr. Montague Goldman sabemos que essa bella produção colorida baterá na bilheteria os apurados conseguidos com "Amor e Odio" e talvez ultrapasse mesmo os de "Lanceiros da India." Como se vê, são noticias as mais promissoras. . . . Se ainda não fizemos menção ao facto, saiba-se que a nova produção Lamour-Ray Milland, denominada "Her Jungle Love," é tambem em Technicolor e segundo nos dizem dos estudios possue o filme scenas de alta sensação. . . . Vimos já terminado o filme "Confissão Sincera" (True Confession), com Carole Lombard, Fred MacMurray e John Barrymore e podemos garantir que é uma produção admiravel. . . . Está sendo filmado com grande animação o filme "Romance in the Dark," com Gladys Swarthout, John Boles e John Barrymore.

World Events of Paramount Importance

WAS VOR SICH GEHT. Frank Lloyd ist mit der Beschneidung von "Wells Fargo" fertig und auch Cecil de Mille's "The Buccaneer" wird Anfang Januar für die Lichtspielhäuser der Welt bereit sein. Beides sind ganz hervorragende Filme. Wir haben sie in allerdings recht unvollkommenem Zustande gesehen, aber waren trotzdem ganz begeistert... Straits-Java, John A. Groves' Bereich, befindet sich noch immer an der Spitze des Wettbewerbes. Es ist, nebenbei bemerkt, das einzige Gebiet, welches seine Quote überschritten hat... James E. Perkins, unser Generaldirektor für China, welcher seinen Hauptsitz in Shanghai hat, befindet sich momentan hier in New York in Konferenz mit Herrn Hicks. Herr Perkins ist sehr zurückhaltend und es ist nicht seine Art gross von seinen Erlebnissen zu reden, aber wir wissen, dass er in der Schusslinie war und gar manchen gefährlichen Moment bestanden hat... Unser Präsident, Herr Barney Balaban, ist soeben in Begleitung von Herrn Stanton Griffiths von einer Hollywood Inspektionsreise zurückgekehrt. Beide Herren berichten, dass die derzeit in Produktion befindlichen Filme die kühnsten Erwartungen übertreffen... Aus vielen Teilen der Welt sowohl als auch aus den Hauptstädten der Vereinigten Staaten, in denen "Angel", Lubitsch's neuester Paramount Film uraufgeführt worden ist, drahtet man uns, dass er überall ein voller Erfolg ist... Fred W. Lange, Paramount's Vorsitzender des europäischen Aufsichtsrates, berichtet uns äusserst optimistisch über die skandinavischen Länder und Italien, welche er kürzlich bereiste... Charles Ballance, unser Generaldirektor für Indien, ist nach einer längeren europäischen Erholungsreise wieder nach Indien zurückgekehrt. Er berichtet uns, dass die Calcutta Premiere von "High, Wide and Handsome," ein ganz grosser Erfolg war... Tito Guizar's spanische Lieder in "The Big Broadcast of 1938" sind eine Sensation... Paramount's Hausorgane aus aller Welt werden mit jeder Ausgabe besser. Einige neue Schriften, die in diesem Jahre das Licht der Welt erblickten, zählen mit zu den besten, die wir je gesehen haben... "Ebb Tide" ist ein durchschlagender Erfolg in London. Die Herren J. C. Graham, Earl St. John und Montague Goldman wetten, dass dieser Farbenfilm nicht nur "Lonesome Pine" in den Schatten stellt, sondern sogar "Bengali's" Erfolg Konkurrenz machen wird... Falls wir Sie noch nicht darauf aufmerksam gemacht haben, dass der neue Dorothy Lamour-Ray Milland Film "Her Jungle Love," auch ein Farbenfilm ist, so holen wir es hiermit nach. Aus Hollywood hören wir, dass die ersten Szenen fertiggestellt und von fantastischer Schönheit sind. Dieses ist übrigens unser erster 100% farbiger Dschungelfilm... Wir haben Carole Lombard, Fred MacMurray und John Barrymore in "True Confession" gesehen. Es ist ein netter und amüsanter Film, der sich überall zum Kassenschlager gestalten wird... Auch über "Romance in the Dark" mit Gladys Swarthout, John Boles und John Barrymore hören wir viel Erfreuliches und man verspricht sich Grosses von diesem Film.

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CE QUI SE PASSE. Frank Lloyd a fini d'assembler "Wells Fargo," et "The Buccaneer" de Cecil B. DeMille sera prêt pour les écrans du monde entier au début de janvier. Ce sont deux films magnifiques: Nous les avons vu tous deux en voie d'achèvement et avons été enthousiasmés... Straits-Java, le territoire de M. John A. Groves, est toujours en tête du Concours, et c'est le seul territoire ayant dépassé son contingentement... M. James E. Perkins, directeur pour la Chine, et dont le bureau est à Shanghai, est à New York où il confère avec M. Hicks. Il est très modeste concernant ses exploits, mais nous savons qu'il se trouva dans de nombreuses aventures des plus hasardeuses dans la zone de combat... Le Président Barney Balaban et Mr. Stanton Griffiths sont revenus d'une visite des plus fructueuses aux Studios de Hollywood. Ils rapportent que les nouveaux films en voie de production sont même plus puissants que nous nous y étions attendus... Des cablogrammes de toutes les parties du monde, aussi bien que des informations des centres de premières aux Etats-Unis, confirment que "Angel" de Lubitsch est un succès de première grandeur... M. Fred W. Lange, Directeur Général pour l'Europe Continentale, a envoyé des rapports des plus optimistes sur la situation après avoir visité la Scandinavie et l'Italie... M. Charles Ballance, Directeur Général pour l'Inde, est retourné dans son territoire après une longue convalescence en Europe. Il a câblé que "High, Wide and Handsome" a remporté grand succès à la première à Calcutta... Les chants espagnols de Tito Guizar dans "The Big Broadcast of 1938" sont déclarés sensationnels... Les publications privées de Paramount dans le monde entier s'améliorent constamment. Plusieurs additions nouvelles de cette année sont parmi les meilleures qui nous soient parvenues... "Ebb Tide" emporte un succès éclatant à Londres. Messieurs J. C. Graham, Earl St. John et Montague Goldman maintiennent que ce film surpassera "Lonesome Pine" et sera un rival sérieux pour "Bengal Lancer." Ces faits lui donnent une indéfinissable prééminence... Si nous ne l'avons pas signalé précédemment, le nouveau film Dorothy Lamour-Ray Milland "Her Jungle Love" est également en Technicolor, et des informations du Studio assurent que les premières scènes ne sont rien moins que sensationnelles. N'oubliez pas que ce film sera la premier film de la jungle entièrement en Technicolor... Nous avons vu Carole Lombard, Fred MacMurray et John Barrymore dans "True Confession" et notons que c'est une très fine comédie... Nous recevons également de splendides rapports sur "Romance in the Dark," avec Gladys Swarthout, John Boles et John Barrymore.

TRANSLATION BOOM

Now that we are in the midst of the mightiest crop of assured Paramount successes encountered in a long while, the translators are busier than the proverbial bees.

EBB TIDE is completed in its Spanish and Portuguese versions. WELLS FARGO and TRUE CONFESSION are in the midst of preparation. POP EYE THE SAILOR MEETS ALI BABA'S FORTY THIEVES is about to receive treatment. And then the decks will be cleared for Cecil B. deMille's THE BUCCANEER.

Paramount's Home Office is indeed fortunate to have such superb Spanish and Portuguese departments. The Spanish Division, headed so ably by J. Ventura Sureda, the dean of the film industry's Spanish experts, is the envy of the business. As for the Portuguese ability of Arthur Coelho, well we simply refer you to General South American Manager John L. Day Jr., for adequate words of praise.

VAD SOM PAGAR. Frank Lloyd har just lagt sista handen vid "Wells Fargo," Cecil B. DeMilles "The Buccaneer" är färdig för världsmarknaden i Januari. Båda dessa äro verkligt magnifika filmer: vi ha sett båda, och även i ofullbordad form äro de underbara... Straits-Java, John A. Groves territorium, är fortfarande i täten för tävlan, och det enda territorium över Quotan... James E. Perkins, chefen för Kina, med huvudkontor i Shanghai, är i New York i underhandlingar med Mr. Hicks. Han är mycket blyg att tala om sina erfarenheter, men vi veta han gick igenom många farliga äventyr vid krigsgränser... President Barney Balaban och Mr. Stanton Griffiths ha anlänt från ett fruktbringande besök i Hollywood-ateljen. De berättat att de nya filmer, som göras just nu, äro ännu bättre än vi trodde... Nyheterna från många plaster världen över, tillika med de från våra "first-release" centraler i Förenta Staterna, kloggöra det faktum, att Lubitsch's "Angel" är en succesfilm... Fred W. Lange, generalchefen för Kontinentaleuropa, har delgivit oss glädjande nyheter om förhållandena i Skandinavien och Italien, vilka länder han just besökt... Charles Ballance, generalchefen i Indien, är tillbaka på sin post efter en lång hälskur i Europa. Han telegraferade att "High, Wide and Handsome" är en stor succes i Calcutta... Tito Guizar's spanska sänger i "The Big Broadcast of 1938" äro verkligt sensationella... Paramount's teaterpublikationer överallt bli bättre och bättre. Många av de nya, som utkommit detta år, äro de vackraste vi någonsin sett... "Ebb Tide" är en strålande succes i London. Messrs J. C. Graham, Earl St. John och Montague Colman påstå filmen kommer att överglänsa "Lonesome Pine" och blir en verklig rival till "Bengal Lancer." Detta faktum gör att filmen bör räknas med... Om vi ej omtalat det förut, så är den nya Dorothy Lamour-Ray Millandfilmen, "Her Jungle Love," en färgfilm, och nyheterna från ateljen påstå, att de första scenerna äro storslagna. Kom i håg, att detta blir den första jungelfilmen i färg... Vi ha sett Carole Lombard, Fred MacMurray och John Barrymore i "True Confession" och anse att den är mycket rolig... Vi ha också lovt om "Romance in the Dark" med Gladys Swarthout, John Boles och John Barrymore.

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WAT GEBEURT ER? "Wells Fargo" is door Frank Lloyd gemonteerd. Cecil B. deMille's film "The Buccaneer" zal in Januari gered zijn voor de schermen van de wereld. Wij hebben beide films gezien in onvoltooiden staat en zijn er over opgetogen... Straits-Java, het gebied van John A. Groves, is nog No. 1 in het concours en het eenige boven minimum percentage... James E. Perkins, manager in China, berijdt zich in New York voor conferenties met den Heer Hicks. Zijn relaas over zijn ervaringen in zijn standplaats Shanghai, is uiterst bescheiden, maar wij weten, dat hij in het oorlogsgebied veel heeft meegemaakt... President Barney Balaban en de Heer Stanton Griffiths zijn teruggekeerd van een zeer leerzaam reisje naar de studio's in Hollywood. Zij berichten, dat de nieuwe in productie zijnde films meer dan aan de groote verwachtingen voldoen... Telegrafische berichten uit verschillende deelen van de wereld, zoozeel als nieuws uit de theater centra in de Vereenigde Staten, bevestigen het feit, dat Lubitsch's "Angel" een succesfilm is... Fred W. Lange, algemeen directeur van Paramount in continentaal Europa is zeer optimistisch over den gang van zaken in Scandinavië en Italië, na een inspectie reis in die landen... Charles Ballance is van langdurig ziekteverlof in Europa teruggekeerd in zijn district, Engelsch-Indië. Hij bericht ons, dat "High, Wide and Handsome" enorm succes had in Calcutta... Tito Guizar's zangnummers in "The Big Broadcast of 1938" zijn naar verluidt, sensationeel... Paramount's plaatselijke publicaties worden steeds beter. Dit jaar hebben wij een serie bijzonder fraai uitgevoerde Organen ontvangen... "Ebb Tide" heeft overdonderend succes in Londen. De Heeren J. C. Graham, Earl St. John en Montague Goldman beweren dat deze film "Lonesome Pine" en "Bengal Lancer" zal overleugelen... Mochten we het vergeten hebben, de nieuwe Dorothy Lamour-Ray Milland film "Her Jungle Love" is eveneens in Technicolor. Berichten betreffende deze nieuwe film voorspellen sensationeele verrassingen. Dit is de eerste geheel in kleuren vervaardigde oerwoud-film... Wij hebben Carole Lombard, Fred MacMurray en John Barrymore in "True Confession" gezien... een zeer grappige film... er komt ook opbeurend nieuws binnen aangaande "Romance in the Dark," met Gladys Swarthout, John Boles en John Barrymore.

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